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THE NATIONAL NEWSPAPER OF MARKETING

Multi-Million Ad Push Set for Dow Handi-Wrap

New Product Priced for Waxed Paper Field; Dow Alters Marketing Setup

HIGHLAND PARK, ILL., July 14—Dow Chemical Co. today unwrapped its new wrap—the one it hopes will crumple the waxed paper business. The new product is called Handi-Wrap, it's made of polyethylene, and it sells for 29¢ for a 100-ft. roll, directly competitive with waxed paper. It is slated for introduction this fall, in a promotion which will cost "several million dollars."

It is the first of Dow's products to be introduced by a new agency, Norman, Craig & Kummel, and part of the problem is to create "a separate product image from Saran Wrap." The necessity for this was borne out in testing a similar product called Polyfilm in 1959. The market test was a disappointment, partially because of product problems, partially because confused grocers put the product in with Saran Wrap.

■ Handi-Wrap's future was disclosed here today at a special meeting held by the company for representatives of 85 food brokers from all over the U. S. As outlined at the meeting, Handi-Wrap's fall introduction will include: three-page

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COMPETITION—*These three-page ads will herald the arrival of Dow Chemical's new Handi-Wrap, a polyethylene wrap priced to compete with waxed paper. Norman, Craig & Kummel is the agency.*

AA Surveys Appliance Dealers . . .

Retailers, in Sales Slump, Won't Try Ads

They Blame Discount Houses, Cold Weather, and Fictitious 'Builders'

By Lawrence Doherty

CHICAGO, July 12—Appliance dealers apparently are not convinced that they can advertise their way out of a first-half sales slump.

Most retailers queried in an eight-city survey by ADVERTISING AGE reported sales trailing the year-ago pace. But less than one-third of them said they plan to put more advertising to work in the coming months to try for improved sales. About four in ten said they would hold ad spending at a steady pace, and less than one-third plan to cut ad budgets.

Very few of the appliance dealers were dissatisfied with the national advertising done for the products they sell. Some said they would like to get more cooperative advertising allowances for their own use, however. And several dealers expressed doubt about the value of national ads to bring customers into the stores.

■ In many cases, retailers with lower sales were doing a volume not too far off the pace set in 1959, considered a pretty good year in the industry. But they had anticipated a much higher volume, and when the market failed to develop, they quit ordering until large inventories were reduced.

This situation led to back-ups at distributor and factory levels, resulting in high inventories and subsequent layoffs at many plants.

The U.S. Dept. of Commerce reported that manufacturers' sales

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All Over the World . . .

Outdoor Admen at Meeting Yearn for Better Research, Locations, Posters

International Conclave Warned About Growing Anti-Outdoor Regulations

(For other stories and pictures of the international outdoor convention see Pages 36, 40 and 88.)

TORONTO, July 14—From Tokyo and Tel Aviv, Melbourne and Manila, Bombay and Buffalo, nearly 1,100 delegates from 24 countries streamed into Toronto this week for the first International Congress of Outdoor Advertising, sponsored by the Poster Advertising Assn. of Canada, the Outdoor Advertising Assn. of America and the British Poster Advertising Assn.

The delegates heard speakers from France and England, Belgium and Sweden and Australia. And they got an assist from International Business Machines, which gave the main meeting room something of the air of a United Nations session by installing and operating a system of immediate translation into French, German, English and Spanish via headphones.

No matter the language, what the delegates heard mostly were recitals of outdoor advertising conditions around the world, coupled with appeals for ways and means of achieving better outdoor research, better locations, better posters—and better public relations for the industry everywhere.

■ Several speakers warned of growing governmental regulations against the medium. Hector Hermia of Hermia Publicity, Brussels, the honorary president of the Belgian Assn. of Outdoor Advertising, said that for the past two years "people of the town-planning services and the government have been dangerously interfering by means of regulations on the fallacious pretense of local esthetics and a certain extremely vague general interest."

Mr. Hermia declared the "newfangled regulations," which bar outdoor from "large portions of the country and an important number of highways," constitute "a dangerous precedent as they interfere with the freedom of expression, the right of free disposal of property and the right to information for everybody."

■ In India, according to Sorab K.

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At NAEA Convention . . .

Esty Discount Bid Stirs Out-of-Session Huddles

Speakers Extol Classified, Describe Ways to Lure New Ad Dollars to Dailies

(For other stories and pictures of the NAEA see Pages 60 and 62.)

SAN FRANCISCO, July 13—The current demand by William Esty Co., New York, for a "continuing schedule" discount on newspaper advertising placed for its clients (AA, July 4) was very much alive in the thinking, if not the active discussion, of most delegates to the meeting here of the Newspaper Advertising Executives Assn.

All of the round-table "let's swap ideas" sessions held during the three-day meeting were labeled "confidential" and were closed to the press. And the formal presentations, by some of the nation's top newspaper advertising executives, failed to touch on the Esty proposal.

Conversations in the hallways and during coffee breaks, however, revealed a wide variety of reactions, ranging from "hot-under-the-collar" indignation and protests, to mild approval, as well as expressions of fear that "we might end up having to go along with the idea even though we don't like it."

■ Russell W. Young, advertising manager of the *Seattle Times* and

Some Dailies Qualified Without Rate Concession

In the wake of the Esty-Reynolds color offer to newspapers, which in many cases required a 10% concession to meet a fixed cost-per-thousand rate, many newspaper men are pointing out that some newspapers qualified without cutting present rates.

AA's July 4 story reported that where a newspaper's color rate met the Esty criterion "the publisher was automatically included on the Reynolds schedule and no discounts were requested." Among the newspapers in this category, Esty told AA, are the *Chicago Sun-Times, Chicago Tribune, Cincinnati Post & Times-Star, Kansas City Star and Times, Milwaukee Journal, Minneapolis Star and Tribune, Philadelphia Bulletin, Philadelphia Inquirer,* and the *Cincinnati Enquirer* (*see letter, Page* 72) and others. #

FCC Voids Miami TV Grant, May Re-award Boston

WASHINGTON, July 14—The Federal Communications Commission today dealt with the first two of a series of "improper influence" cases by picking a new licensee for Miami's tv Channel 10, and announcing that the ownership of Boston's Channel 5 is to be re-evaluated.

Public Service Television Inc., which operates WPST-TV, Miami,

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Democratic Orators Ignore Facts

An Editorial

The Democratic National Convention was notably unpleasant for its references to advertising, hucksters and "Madison Ave." But perhaps we can take comfort in something Thomas Jefferson, the patron saint of Democrats, once wrote: "Amplification is the vice of modern oratory. It is an insult to an assembly of reasonable men, disgusting and revolting instead of persuading." Democrats, like other sensible people, will obviously use advertising and advertising men whenever the need arises.

We are annoyed at the revival of that old chestnut, the comparison of education expenditures and advertising expenditures. This is nonsense and non-factual. When Gov. Orville Freeman talks about three times as much money being spent on advertising as on higher education, or when Dr. Arthur Schlesinger writes to that effect, or when Adlai Stevenson writes that we spend as much on advertising per capita as we do on education, they're just plain wrong. In 1958-59, according to the U. S. education office estimate, the total education bill at all levels, public and private, was $22.268 billion. In that year, according to McCann-Erickson-*Printers' Ink* estimates, total advertising expenditures were $10.3 billion. In 1958-59, the bill for higher education (public and private) is estimated at $5.9 billion.

Or, as Jefferson said: "Ignorance is preferable to error; and he is less remote from the truth who believes nothing, than he who believes what is wrong."

News Flashes Are on Page 85

NAEA president, told ADVERTISING AGE that "newspapers continue to be the most flexible advertising medium known and in recent months many newspapers have increased their flexibility by providing a rate structure to encourage advertising programs for continuity.

"Recent proof of this," Mr. Young asserted, "is that Esty has received cooperation from nu-

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Little Steps Out as Colgate Chief; Lesch Takes Over

22-Year Regime Ends; He Spearheaded Overseas Move, Masterminded Ads

NEW YORK, July 14—Edward H. Little today relinquished the reins at Colgate-Palmolive Co., the nation's sixth largest advertiser.

Mr. Little, 79-year-old chairman of the board, retired as chief executive officer in favor of George H. Lesch, who was elected president of the company last April (AA, May 2).

Mr. Little has been Colgate's chief operating officer since 1938. He joined Colgate & Co. as a sales-

(Continued on Page 87)

Demos Pledge Better P.O., Consumer Aid

LOS ANGELES, July 14—The Democratic platform—the long version—promises better postal service, stronger regulatory agencies, honest officials and consumer-oriented control over business.

Tailoring its platform making to the realities of television, the platform committee presented the convention only a bobtailed version of the party's program, heavily emphasizing its determination to provide a new set of national goals *(see story on Page 4)*.

In addition to the "short" platform the delegates also approved a longer document which spells out some of the details Democratic orators will draw on this fall.

The long version emphasizes more protection for consumers, including:

- A new law authorizing the FTC to get temporary injunctions during the pendency of administrative proceedings. (Attorney General William Rogers, in his report on broadcast ad practices, suggested an injunction arrangement for FTC [AA, Jan. 11].)
- A more powerful and affluent FDA to keep down drug costs.
- Consumer counsel, backed by an adequate staff, "to speak for the consumer in the formulation of government policy and represent consumers in administrative proceedings."
- A truth-in-credit law requiring vendors of credit to provide a statement of specific credit charges

(Continued on Page 85)

Hearst Names Deems President of Magazine Unit

NEW YORK, July 13—Hearst Magazines has created the post of president and has appointed Richard E. Deems to fill it. Mr. Deems has been exec vp of the magazine division since 1955, a title which Hearst Corp. said will be eliminated.

Richard E. Deems

Mr. Deems started his publishing career in 1932 with *The New Yorker*, where he worked on newsstand circulation. A year later he moved over to *Esquire* as circulation manager and in 1934 switched over to the magazine's sales staff.

In 1939, Mr. Deems joined the Hearst organization as a salesman on *Harper's Bazaar*. His move up the Hearst executive ladder was rapid. He became ad manager of *Harper's Bazaar* in 1945, and in 1952 was appointed advertising director of all Hearst magazines. He became exec vp—the top spot in the magazine division—three years later.

■ As president, Mr. Deems will be "in complete charge" of Hearst's entire magazine operation. This includes 13 magazines published in the U.S., six magazines in Great Britain, Hearst's Periodical Publishers' Service Bureau, International Circulation Distributors, Hearst's book division, and Avon books, paperbacks put out by the company. #

ALBERT CARROLL, *formerly vp of the international division of Vick Chemical Co., has been appointed special products manager of the Pepsodent division of Lever Bros. Co., a new post. He was with Benton & Bowles and N. W. Ayer & Son before joining Vick.*

JWT Loses Rinso to Sullivan, Stauffer; Gets Hum in Return

NEW YORK, July 13—Two lesser brands in the Lever Bros. stable—Rinso soap and Rinso Blue detergent—were shifted this week from J. Walter Thompson Co. to Sullivan, Stauffer, Colwell & Bayles.

At the same time, Lever named JWT to handle advertising for a new product, Hum, a liquid detergent now in one midwest test market. Hum was described as "the first detergent especially designed for modern fabrics."

No decision has been made yet on whether Hum will become a permanent brand. Several years ago Lever tested a controlled-suds detergent under the Hum name. This product—which was handled by Sullivan, Stauffer—died in test markets. JWT has been handling the testing of the new Hum.

■ Lever has been spending about $3,000,000 annually on Rinso products, which now occasionally carry in-pack premiums. Two other Lever brands at SSC&B—Silver Dust and Breeze—regularly carry premiums in the package.

Rinso Blue has been at JWT since 1955, when it moved over from Ogilvy, Benson & Mather.

According to some observers, SSC&B's star is rising at Lever House. It picked up the $6,000,000 Lipton tea account last year (Lipton and Lever are both offshoots of Unilever Ltd.) and it recently succeeded JWT as the agency on "the Jack Benny show." #

Media Skeptical of GOP House Agency Effort

BBDO's Newton Leads New Agency, Asks Volunteers From Bates, Kudner, Y&R

NEW YORK, July 15—Reports that the Republican Party will set up a house agency to replace Batten, Barton, Durstine & Osborn as the agency of record for the 1960 Presidential campaign, have not been greeted with enthusiasm by the business community.

One big question in some people's minds was whether such a short term agency operation would have difficulty getting acceptance from media and qualifying for the 15% agency commission.

Judging from the consensus of the reaction ADVERTISING AGE got from network tv executives, broadcasters, station reps, newspapers, public relations experts and the Four A's, this would not seem the smoothest way to conduct a political advertising campaign.

■ ADVERTISING AGE learned that Carroll P. Newton, BBDO vp, who will head the new company, has asked Ted Bates & Co. and Kudner Agency to lend agency men to work on the GOP drive. John Steer, a Kudner copy supervisor, who used to be at BBDO, has agreed to work for the GOP agency but nobody at Bates is set to work for the agency. Volunteers from Young & Rubicam also may help staff the agency, which plans to collect 15% commissions during its short lifetime. Any money left after its dissolution in January presumably will be returned to the party. Plans call for the men on the GOP agency staff to be paid by their own agencies, with these agencies in turn billing the GOP agency for their time.

■ Mr. Newton was not accepting reporters' phone calls at presstime, and GOP would not confirm the agency appointment. With the key figure in the new agency maintaining a strict silence, it was not possible to determine specifics as to the operational setup, staff and financing of the new agency. Other sources said plans call for a fully equipped agency, with its own staff of experts in media, art, copy, and radio-tv production.

Attention, meanwhile, was cen-

(Continued on Page 12)

NEW ORANGE USE—*Minute Maid Corp. is using newspapers, magazines and spot television in a national introduction of its new frozen orange bars. This black and orange page is in the July 18 Life. Ted Bates & Co., New York, is the agency.*

Gen'l Acceptance Returns to Wesley; Davids Goes Along

NEW YORK, July 12—General Acceptance Corp., a finance company headquartered in Allentown, Pa., has moved its account back to Wesley Associates after a year with Brown & Butcher.

Ernest Davids accompanies the account—estimated at "slightly more than $1,000,000"—back to Wesley as vp and administrative officer.

Others in the move are his son Richard E. Davids and Cathryn Millett, who rejoin Wesley as account executives.

■ Ernest Davids told ADVERTISING AGE that the account was switched because General Acceptance was "expanding rapidly." The corporation operates Stuyvesant Insurance and about 240 consumer finance offices from coast to coast.

Mr. Davids went to Brown & Butcher in May, 1959, when the account was switched, after eight years with Wesley Associates. #

Aylin Adds Two Clients

Two San Antonio companies, Judson Candy Co. and North Star Mall, have named Aylin Advertising Agency, San Antonio, as their agency. North Star Mall, a new shopping center owned by Community Research & Development, Baltimore, will open Sept. 14.

Magazines Hit New Mid-Year Ad High: PIB

NEW YORK, July 12—Magazine ad revenue for 83 general and national farm publications reached record levels in the first half of 1960, according to a Publishers Information Bureau rundown issued this week.

Dollar volume of magazines totaled $436,701,290, a 14.6% gain over $380,928,834 chalked up in the same period last year. Advertising carried in the period totaled 39,857.32 pages, up 5.5% over 37,765.32 pages in the first half of '59.

National newspaper supplements were off in both pages and revenue for the first six months of '60. They carried 1,155.56 pages and had revenues of $43,177,471 in the period, against 1,409.86 pages and $49,819,733 in revenues the preceding year.

Newspaper sections—in the First 3 Markets and in the *New York Times*—registered 1,995.33 pages and $11,441,959 in revenue for the first half of '60, up from 1,702.90 pages and $9,720,670 the preceding year.

■ Revenue figures were generally bright for magazines in the first half:

- Weeklies and bi-weeklies accounted for $232,132,791 of the total magazine volume. Revenue in the first half of '59 was $198,645,303.
- Monthlies scored a $4,635,976 gain in revenue for the first half of the year, $45,150,553 against $40,514,577 in revenue in '59.
- Women's magazines gained $7,000,000 in revenue to hit $60,660,459 in the first half of the year.
- The fashion group increased revenue from $9,001,629 to $11,610,974. PIB said '59 figures for *Glamour Incorporating Charm* represented *Glamour's* totals only. Last year's figures for *Charm* were $1,771,667 in revenue. PIB said these were not used for comparison of '59 and '60 figures.
- Movie-romance-radio magazines were off $75,578 in revenue in the first half of '60; $5,963,400 vs. $6,038,978 in '59.
- The business group was up $3,890,315 to $21,031,622 in revenue.
- Home magazines were up from $29,455,176 to $32,934,592, an increase of about $3,500,000.
- Youth books' revenue climbed $305,038 to $2,939,964.
- Outdoor and sports magazines' volume remained about the same—$5,064,362 in '60 vs. $5,065,666 last year.
- Mechanics and science magazines' volume climbed from $5,029,198 to $5,068,297.
- Farm magazines remained about the same, up slightly to $14,144,276 in '60 from $14,115,597 in the same period last year.

■ A magazine-by-magazine rundown of dollar volume appears on Page 56. #

Sales Execs Elect Ardizone

Arthur W. Ardizone, advertising manager, *Cleveland Press*, has been elected president of the Cleveland Sales Executives Club. Other officers elected include David C. Peebles, manager, Burroughs Corp., vp in charge of programs; Raymond W. Wyman, Cleveland Electric Illuminating Co., vp in charge of membership, and Russell A. Lawson, vp of marketing, Monarch Aluminum Mfg. Co., secretary-treasurer.

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Compton Advertising enters British advertising field with its purchase of an interest in S. T. Garland Advertising Service Ltd. ..... Page 6

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George E. Cross, executive and general manager, leaves Walsh Advertising Co. ..... Page 10

Montreal Star names Ronald A. Judges, formerly assistant director of advertising, director of advertising ..... Page 10

Cooking Rodeo Inc. seeks a new agency to handle advertising for Cookerama, a food trade show and cooking competition, billing $500,000 ..... Page 30

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Outdoor Advertising Assn. of America names Harry O'Mealia Jr., president of O'Mealia Outdoor Advertising Corp., president and first vice-chairman, succeeding George L. Knapp Jr., who was elected chairman of the board ..... Page 41

Joseph T. McCourt, sales manager of Purchasing, says there are good reasons for the industrial publication sales manager to make calls with the sales staff ..... Page 42

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Gasoline service station dealers launch an angry rebellion against the use of trading stamps, which threatens to spread throughout Southern California ..... Page 48

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TV Changing as Ad Medium; Longer Breaks Forecast, Fewer Interruptions

By Maurine Christopher

NEW YORK, July 14—The face of television as an advertising medium is changing. As witness these developments, some already marked and others in the tentative stages:

Participation is the key word in sales, locally and nationally. Whether the viewer is watching a feature film, a syndicated series, or a network show, he will generally see in it commercials for several products made by the same or different companies. If he is trade minded enough to follow the course of many big budgeted products on tv, he is likely to see them advertised on station breaks, local participation shows, regular network series, with minutes inserted, and on network specials.

The general rule for many advertisers seems to be: Spread the tv dollars around as much as possible for maximum reach, day and night. Although as in the case of any rule, there are exceptions.

■ As a result of more segmented selling on the part of television, it has become less a sponsorship medium in the traditional pattern of broadcasting in this country. This development has taken place gradually without anybody ever having made a decision for or against the magazine concept plan.

If you don't think so, try asking some of your neighbors who are not in the advertising or broadcasting business who sponsors their favorite tv shows. You might even ask them who sponsored the 1960 political conventions. Even a company like Colgate, with several brands helping to pay the $230,000 alternate weekly bill for the "Ed Sullivan Show," might not be too elated with this kind of a test. The sponsor association with most shows, even the rare ones that are carried wholly by a single company, has been weakened by the use of several brands on a single show.

Another indication of this trend can be seen in the attitude of advertisers. Jack Paar, who is sold on the nearest thing this country has to magazine-plan selling on tv, is one of the strongest advertising draws in the business. His success does not seem to have been limited by the fact that his sponsors do not get sponsor-presents credits on the program.

■ The giant corporations, which in the past have been ardent subscribers to the image-making school of advertising, are beginning to turn up in noticeable numbers on the network minute-insert hour shows that are very spot-like in their impact in the home. Du Pont is using this kind of video on ABC, and General Motors has several divisions spending on network participating shows.

The odds favor longer commercial breaks, and perhaps eventually, fewer interruptions. Some observers think the future will see more grouping of commercials to avoid chopping up the entertainment and thereby driving viewers away. They think the movement toward participating sponsorship

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16 Top Magazine Publishers Sign Consent Orders

WASHINGTON, July 13—The Federal Trade Commission today wrapped up consent orders from the nation's top magazine publishers forbidding them from paying discriminatory promotional allowances to favored newsstands.

The 16 separate orders, covering the elite of the popular magazine and paperback book field, puts the brakes on what FTC believes to be an all-encompassing system of illegal push money payments. The FTC blanketed the industry and the newsstand operators with 13 complaints in February, 1959, charging that American News Co. and its subsidiary Union News Co., collected approximately $700,000 in illegal promotion allowances in 1957 alone (AA Feb. 23, '59).

■ Agreeing to the consent orders are Select Magazines, and its six owner-publishers—McCall Corp., Popular Science Publishing Co., Reader's Digest Assn. Inc., Meredith Publishing Co., Street & Smith Publications, and Time Inc.—Curtis Publishing Co., and its two wholly-owned subsidiaries, Curtis Circulation Co. and American Home Magazine Corp.; Cowles Magazines Inc.; Esquire Inc.; New

(Continued on Page 10)

Six Magazines Announce New Rates, Circulation

NEW YORK, July 14—New advertising rates were announced this week by the following magazines:

The American Girl, effective with its January issue, will boost ad rates from $2,435 to $2,605 per b&w page, and will increase circulation rate base from 700,000 to 750,000.

Flower Grower, effective with its October issue, will increase general and mail order rates. General rates will go from $1,995 to $2,050 per b&w page, while mail order rates will be increased from $1,625 to $1,635 per b&w page.

Good Housekeeping, effective with its January issue, will increase its circulation rate base from 4,500,000 to 4,700,000. Advertising rates will go from $16,700 to $18,500 per b&w page, effective with the same issue.

■ *Ladies' Home Journal* will have new rates in effect with the January issue when the advertising rate base will be increased to 6,500,000. At that time, the four-color page rate becomes $34,125 and the b&w page will be $28,275.

Newsweek, effective with its Jan. 2 issue, will increase circulation and rates for its two international editions. Rate base for the magazine's European edition will go from 60,000 to 65,000, while the b&w page rate will be increased from $810 to $880. Rate base for the Pacific edition will be boosted from 32,000 to 40,000 while ad rates will be increased from $515 to $650 per b&w page.

■ *Look*, effective with its Feb. 14 issue, will increase its circulation guarantee from 6,000,000 to 6,300,000 and will boost its b&w page rate from $25,740 to $27,800.

Materials in Design Engineering announced that because of a 17% increase in publishing costs, it will increase its ad rate for present advertisers from $756 to $851 per b&w page, effective with its January issue. Rates will be effective with the November issue for advertisers who schedule space after Sept. 5, 1960, the magazine added.

An Important Message to Utoco Friends and Customers

AMERICANIZED—*The Utoco symbol of Utah Oil Refining Co., Salt Lake City, apparently will be eliminated in a reorganization by the parent Standard Oil Co. (Indiana). A. J. Badger, Utoco president, explains move in this newspaper ad in the Spokane Chronicle.*

An announcement was made yesterday that a major corporate reorganization involving Utah Oil Refining Company is expected to take place in 1961.

Because of the strong ties between our Company and its customers, and this community, I desire to tell you about the plans and to assure you that it is my opinion that the ultimate result will be beneficial to you and to us.

Utoco will be combined with its long-time affiliate, The American Oil Company, as will the marketing, transporting and refining operations of our affiliate in the Midwest. The result will be a single operating Company. The five western states we now serve will become a marketing region of American Oil Company. The corporate change will become effective next January 1st if the reorganization plan is approved by stockholders and by the Internal Revenue Service.

This change-over will not disturb the valued customer, community and employee relationships we have established together.

By becoming a part of the larger operations of the expanded American Oil Company, our organization will be able to develop its refining, transportation, and marketing potentials more effectively in relation to today's increasingly costly competition. We will operate our sales and transportation activities aggressively as a regional office of American Oil. Greater emphasis will be placed on the American Oil name, brands, and trademarks.

Our customers, dealers and jobbers will benefit from association with a Company which will continue to market superior products, generally with many common trademarks and brands, which will be advertised nationally.

We are proud of Utah Oil Refining Company's record of performance and progress over the last fifty years. This new association is a further step forward.

Sincerely,

A. J. Badger
President, Utah Oil Refining Company

UTOCO

GOA, Triangle Sue Suburb for Tearing Down Highway Signs

CHICAGO, July 12—A hot battle currently is raging between a Chicago North Shore suburb—Highland Park—and two outdoor advertising companies—General Outdoor Advertising Co. and Triangle Sign Co.

The latest development in the case is a court order obtained by GOA and Triangle, which restrains Highland Park from tearing down any more outdoor signs in that city. A suit filed by the two companies against the city is expected to be brought to trial later this summer in circuit court, Waukegan, Ill.

The war started about a month ago when a crew of city workers tore down eight outdoor boards belonging to Triangle, which were located along Skokie Hwy. within the Highland Park city limits.

■ Ralph Snyder, city manager, told ADVERTISING AGE that the eight signs were removed because they were either in violation of city ordinances or their permits had expired. He said that Triangle had been notified on three different occasions that the city was going to remove the signs but the company did nothing to correct the violations.

Mr. Snyder pointed out that the city has had an ordinance governing outdoor signs since 1955, and just recently enacted a new ordinance, which among other things, increases the distance signs must be set back from the highways from 100' to 200'.

He added that the city was preparing to remove eight more signs owned by Triangle and four GOA-owned signs when the court issued a temporary restraining order.

Murray Conzelman, an attorney representing Triangle, told AA that his company's suit against the city charges that the outdoor ordinance is arbitrary and discriminatory, and that Highland Park does not have the power to enact an ordinance of this kind.

He also pointed out that Triangle is seeking $250,000 damages for the signs which were destroyed. He added that after receiving notices from the city about removing the signs, Triangle attempted to arrange a meeting with city officials but the city did not reply to the proposal. #

Standard (Ind.) to Sell American in All Areas

Red Crown, Utoco Symbols Give Way in Change; New Marketing Setup Revealed

CHICAGO, July 14—A few more details of marketing plans for a reorganized Standard Oil Co. (Indiana) were revealed this week.

The company announced last week that its subsidiary American Oil Co. will be moved from New York to Chicago and become the single research, refining, transportation and marketing arm of Indiana Standard (AA, July 11).

Under the new setup, scheduled to go into effect Jan. 1, the company will sell American gasoline nationwide. This week Amoco said the brand names will be American Regular and American Super Premium. These will be sold in the areas now served by Standard, Amoco and Utoco (Utah Oil Refining Co.) brands.

■ Standard is not letting go of its well-recognized brand names and trademarks, however. Apparently, the only name which will disappear completely is Utoco, currently sold in five northwest states.

In the Midwest, a Standard Oil division of Amoco will be established to market the products. And stations will still be called Standard service stations. But they will sell American brand gasoline instead of Standard Red Crown and Gold Crown gas. The company said it will hold onto the Crown trademarks, but it hasn't yet determined how they will be used.

In the present American Oil marketing area—the East, South and Southwest—the Amoco brand name will be retained for Amoco Premium, the company's unleaded premium gasoline.

In addition, the company will use the brand-names American heater oil and American furnace oil nationwide.

■ Standard also detailed some of the personnel shifts planned for the changeover. Dwight F. Benton, vp of sales, will remain with the par-

(Continued on Page 86)

'Digest' Doubles Discounts, Ups Rates, Rate Base

New Frequency Discount Structure Rises to 15%, 'Equals' Radio and TV

NEW YORK, July 15—*Reader's Digest*, which in 1959 startled the magazine industry by eliminating the bleed charge and offering black plus one color at the b&w price, has now established a revolutionary frequency-volume discount plan which offers advertisers incentives that "equal or exceed those existing in radio and television."

Effective with its January 1961, issue, the *Digest* will offer discounts up to 15% under the following arrangement: For six-time advertisers discounts will be increased from 2½% to 10%; discounts for 12-page advertisers will go from 5% to 12½%, while 24-page advertisers will be eligible for a 15% cut, exactly twice the discount offered under the *Digest's* present rate structure.

At the same time, the *Digest* announced an increase in circulation and rates, effective with the January issue. Circulation rate base will go from 12,000,000 to 12,300,000, while the b&w page rate (or b&w and one-color) will be increased from $36,250 to $39,250. Cost of a four-color page will go from $40,250 to $43,500.

■ Under the new discount plan, the *Digest* said that advertisers using six, 12 or 24 pages—or multiple half pages adding up to pages—will pay less per page—and less on a cost-per-1,000 basis—than under current rates. Twelve four-color pages, for example, will cost 38,062 apiece (or $3.09 per 1,000)—as compared with $38,237 (or $3.19) for the same schedule under current rates.

For full color spreads, advertisers using six color spreads will pay $63,000 apiece, compared with $67,450 under current rates—a cost-per-1,000 ratio of $5.12 vs. $5.62. The *Digest* said that advertisers may earn discounts by scheduling in one issue or in any combination of issues within the contract year.

According to Fred D. Thompson, *Digest* ad director, the higher discounts will "offer more value and continuity for the ad dollar.

■ "For example, an advertiser planning to appear only four times during the year can have 50% more advertising—or two more pages—for only 35% more money ($60,900) with the six-page discount. Four pages in full color cost $174,000, against $234,900 for six pages after the frequency discount—a difference of $60,900, or $30,450 per additional page, under the one-time rate." #

Breech Quits Ford Post

Ernest R. Breech has resigned as chairman of the board of Ford Motor Co., Detroit, but will remain as a member of the board and chairman of the finance committee. Henry Ford II succeeds him and will also continue as president. Mr. Breech, who has been chairman since 1955, will give up most of his committee positions, including a place on the marketing committee, which supervises Ford's advertising plans.

McGraw-Hill Boosts Bauer

Dale Bauer has been appointed ad sales manager of McGraw-Hill's *Electrical Merchandising Week*, New York, a post vacant for some time. He was formerly on the magazine's Chicago sales staff.

This Week in Washington . . .

Democratic Orators Lash at Advertising in Convention Tirades

By Stanley E. Cohen
Washington Editor

WASHINGTON, July 14—All antennas—human as well as tv—were focused on the Sports Arena in Los Angeles this week as advertising people tried to anticipate the amount of change to expect if the Democrats take over in January.

New leadership will be installed in the White House, whichever party wins the election. For business, it is merely a matter of how deep the changes will be.

To judge from the convention, the Democrats seemed to be talking in terms of a sharp break with the relatively passive role that government has played on the economic front under the Eisenhower administration.

■ Government would accept responsibility as the driving force for the renovation of many portions of our economic and social system. "Growth" and "need" would get more consideration; "fiscal responsibility" would be downgraded in the scale of values.

The platform committee, under the chairmanship of ex-adman Chester Bowles, tried to establish for the Democrats a franchise as the party concerned with finding a new national sense of purpose.

That's a brand name with some good will already accrued to it, thanks to the writings of such commentators as Walter Lippmann and John K. Galbraith. But it is an approach which is bound to cause some uncomfortable moments for advertising.

For many who seek new national goals, "Madison Avenue" symbolizes a materialism that needs curbing. Advertising people who expect to shudder each time an Arthur Schlesinger Jr. uses Madison Avenue as a whipping boy in the coming months had better get in a goodly supply of tranquilizers.

■ Political tirades at the Democratic convention have been freckled with barbed references toward advertising. Sen. Frank Church of Idaho, in his keynote address, said:

"Once the new Eisenhower 'team' had been installed (in 1952), Madison Ave. eagerly took charge, and a barrage of bland ballyhoo soon filled the land. Like a drug, if you please, it has tranquilized our leadership for over seven years."

The youthful senator, turning his wrath for a moment on the question of whether we have a "wholesome prosperity," added:

"I submit it is a pitch-man prosperity, the kind that results when government is run by hucksters not unaccustomed to selling inferior products by wrapping them in bright packages."

Gov. Leroy Collins of Florida, in his address as permanent convention chairman, called for the nation to "put its house in order" to "allow the best that is in America to shine through," and noted that Democrats "are not content to see the fix, payola, high-pressure advertising and rock-and-roll more and more becoming symbolic of the American way of life."

■ In its report to the convention, the platform committee under Mr. Bowles contented itself by merely complaining that "we have drifted into a national mood that accepts payola and quiz scandals, tax evasion and false expense accounts, soaring crime rates, influence-peddling in high government circles, and the exploitation of sadistic violence as popular entertainment."

The committee effectively utilized film production techniques (with Mr. Bowles' voice on the soundtrack) to dramatize its platform proposals in the best Madison Avenue tradition. A new Democratic administration is to deal with these problems by creating a sense of national purpose and higher standards of public behavior. Presumably, it will not be necessary, as Dr. Schlesinger has suggested, to put any tax on advertising.

A more active government, of the kind described in the Democratic platform, would probably mean more government intervention at various points in the marketplace. But it could hardly mean tougher treatment than advertising and ad media have experienced under the Eisenhower administration. #

Adman Protests Demo Keynote Blast

BOSTON, July 12—An adman from Sen. John Kennedy's home town today protested the disparaging remarks about advertising in the keynote address given at the Democratic party national convention.

Richard M. Mason, who is with Badger and Browning & Parcher here, sent the following telegram to Gov. LeRoy Collins, chairman of the convention:

"Would the commercially-sponsored Democratic National Convention care to have Sen. Frank Church retract his puerile and punitive attack on one of the most important phases of our economy, the mass-marketing of consumer products?

■ "He stated that false packaging, false pricing and false advertising are commonplace forms of cheating by American industry supporting the Eisenhower administration. Was his statement intended to include the 'gayly-wrapped packages' imported, marketed and advertised by the Kennedy family since Joseph P. left the Court of St. James? Did his statement imply that the Democratic Party will forego all forms of advertising to the American voters?" #

Jordan, Sieber & Corbett Elects Two, Appoints One

Jordan, Sieber & Corbett, Chicago agency, has elected R. Joseph McIntyre a vp, and Paul E. Sieber executive director of design and production. Mr. McIntyre joined the agency in 1955 as an account executive and became an account supervisor in 1957. Mr. Sieber founded the agency with Charles Jordan in 1946. He was elected chairman of the board of the company in 1955. William H. Klingensmith, formerly with L. W. Frohlich & Co., New York, has been appointed an account executive.

Manoff Elects Harvey Senior VP

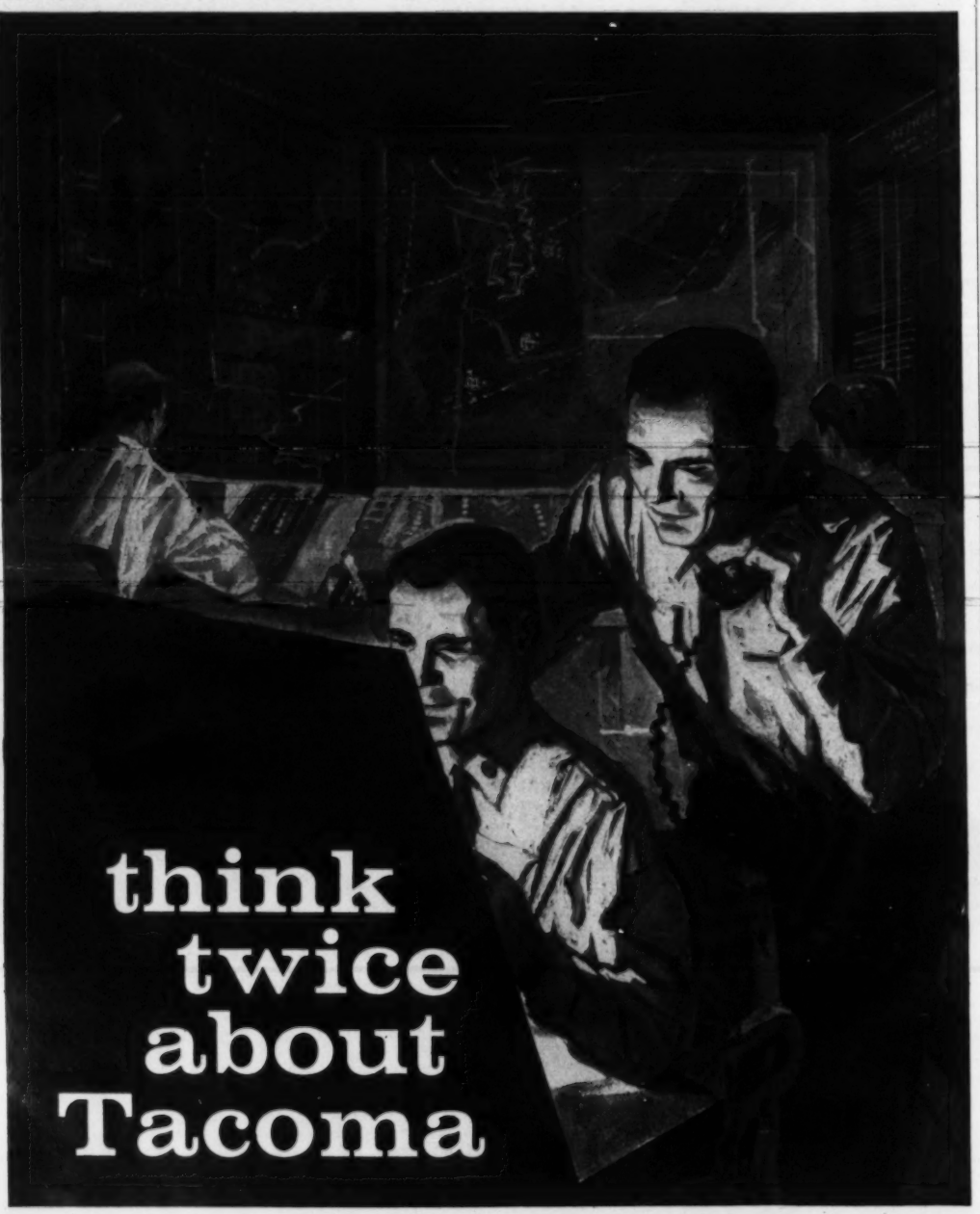
Richard K. Manoff Inc., New York, has elected James N. Harvey senior vp. He joined the agency a year ago and has been a vp and creative director.

Circulation Managers Elect

T. Earl Roberts of the *Virginian Pilot & Ledger Star*, Norfolk, has been named president of the International Circulation Managers Assn.

Ted Bates Boosts Foster

Ted Bates & Co., New York, has elected Archibald McG. Foster to the executive committee. Mr. Foster, who joined Bates in 1954, is a director, a senior vp, and account group head on the Brown & Williamson Tobacco account.



where things are happening to keep business good . . . *and make it better!*

The complex and effective electronic warning system called SAGE—now operational at Tacoma's McChord Field AF Base – requires scores of highly skilled civilian and Air Force specialists. SAGE means an even higher military expenditure for Tacoma (it now runs more than $160 million annually).

So, when you're planning a promotion —*think twice about Tacoma.* First, as a *separate* metropolitan area, vital to the total economy of the Puget Sound Circle. Second, as a market which can *not* be covered by any outside newspapers. Proof? *Ask the man from Sawyer-Ferguson-Walker Company.*

The TACOMA NEWS TRIBUNE now delivering more than 85,000 daily

U.S. CENSUS REVEALS:*

FORT WAYNE METROPOLITAN AREA
~~183,722~~
230,557

CITY OF FORT WAYNE NOW 160,907

Preliminary 1960 U.S. Census report reveals Fort Wayne and its Metropolitan Area as one of Indiana's fastest growing major markets.

Employment needed to man the many new businesses and industries moving into Allen County has boosted the population more than 20% in the short 10-year period. The City of Fort Wayne shows a similar 20% rise with a population increase of 27,300 over the 1950 figure of 133,607.

AREA POPULATION UP 46,835 SINCE 1950 REPORT

*Preliminary Report

WRITE FOR FREE GOLDEN ZONE MARKET BOOK
FORT WAYNE NEWSPAPERS, INC., Agent

INDIANA'S GOLDEN ZONE

The News-Sentinel • THE JOURNAL-GAZETTE

Represented by Allen-Klapp Co.—New York—Chicago—Detroit—San Francisco

Are you paying a premium for less power in print?

Next week, more than 13,000,000 copies of this magazine will deliver advertising messages into homes throughout the country. These advertisements will appear when the mood for reading is right, when the competition from other media is low. They will be concentrated in the hard-to-dominate metropolitan areas. Their cost per thousand is remarkably small. Their results will be spectacularly big—big enough to be counted in hundreds of thousands of direct returns. Big enough to move goods in volume that the retailer can measure. Will your product be among them? Are you getting the most from your print dollars? Are you using, with frequency and dominance, the coverage, cost efficiency and concentration of...

The most powerful selling force in print...

CIRCULATION MORE THAN **13,000,000**

THIS WEEK MAGAZINE SHARES THE SELLING POWER AND PRESTIGE OF THESE 42 GREAT NEWSPAPERS:

The Baltimore Sunday Sun
The Birmingham News
Boston Sunday Herald
Buffalo Evening News
The Charlotte Observer
Chicago Daily News
The Cincinnati Enquirer
Cleveland Plain Dealer
The Dallas Morning News
The Denver Post
Des Moines Sunday Register
The Detroit News
The Grand Rapids Press
The Houston Post
The Indianapolis Star
The Jacksonville Florida Times-Union
The Kansas City Star
Los Angeles Times
The Memphis Commercial Appeal
The Miami News
The Milwaukee Journal
Minneapolis Sunday Tribune
New Orleans Times-Picayune
New York Herald Tribune
Norfolk Virginian-Pilot and Portsmouth Star
Omaha World-Herald
The Philadelphia Sunday Bulletin
The Phoenix Arizona Republic
The Pittsburgh Press
Portland Oregon Sunday Journal
Providence Sunday Journal
Richmond Times-Dispatch
Rochester Democrat and Chronicle
St. Louis Globe-Democrat
The Salt Lake Tribune
San Antonio Sunday Express and News
San Francisco Chronicle
The Spokane Spokesman-Review
The Syracuse Post-Standard
The Tampa Tribune
The Washington Sunday Star
The Wichita Sunday Eagle

Doyle Dane Bernbach Has Salada Products, Not Grey

In last week's compilation of "major advertising account changes" (AA, July 11), ADVERTISING AGE incorrectly reported Salada-Shirriff-Horsey's Potato Plus, Junket quick fudge mix and new products moved from H. W. Warden Associates to Grey Advertising Agency. Doyle Dane Bernbach Inc. is handling the advertising for Potato Plus, Junket quick fudge mix and new products.

'This Week' Names Three

This Week Magazine, New York, has named Wallace A. Sprague, exec vp, and John R. O'Connor, vp and advertising sales manager, to its board of directors. Leon I. Rosenbluth, formerly with Elmo Roper & Associates and Kenyon & Eckhardt, has joined *This Week* as special assistant on communications research.

Agency, PR Counsel Associate

Beekman & Packard, New York agency, and Swofford & Ware, New York public relations counsel, have exchanged 22½% of their stock to form an association "to fully merchandise advertising and public relations programs." The two companies will operate as separate entities, but have moved to combined offices at 41 E. 28th St.

'Playboy' Appoints Winter Co.

Playboy, Chicago, has named Hal Winter Co., Miami Beach, advertising representative in Florida and the Caribbean area.

Our Life is Type

Here Type Can SERVE You

J. M. BUNDSCHO, INC., *Advertising Typographers*

180 North Wabash Ave. • RAndolph 6-7292 • Chicago 1

Compton Invades British Ad Field With Garland Buy

LONDON, July 14—S. T. Garland Advertising Service Ltd., 38-year-old British agency, today became Garland-Compton Ltd., as Compton Advertising of New York became the latest U. S. agency to hop on the international bandwagon.

Simultaneous announcements in New York and London disclosed that Compton had acquired an interest in Garland.

"This important trans-Atlantic partnership," the announcement stated, "will provide each of the two agencies with an opportunity to enlarge its scope and extend its service facilities on opposite sides of the Atlantic."

The Compton move came exactly one year and one week after Ted Bates & Co. invaded Britain by acquiring John Hobson & Partners (AA, July 13, '59), and it came five months after Batten, Barton, Durstine & Osborn made its big plunge by merging with Dolan, Ducker, Whitcombe & Stewart (AA, March 7).

■ According to London advertising circles, the initial overtures for this latest marriage came from the British end. And the cement used to bind the agreement was Procter & Gamble, a potent advertiser on both sides of the Atlantic.

Compton has been a P&G agency for many years. In Britain, P&G's subsidiary, Thos. Hedley, added Garland as its fourth agency in 1957. Garland now handles Dreft and Fairy Snow for Hedley.

The P&G business has had a salutary effect on Garland's business. The agency billed $5,000,000 here last year, compared with $3,600,000 in 1958, and it expects to gain another 20% in 1960. It has 155 employes.

In addition to Hedley, Garland services Rowntree, Bowater Paper, 4711 Cologne, Sherwood Paints, Ingersoll Watches and ABC-TV Ltd., among others.

■ This is the second merger worked out between P&G agencies in New York and London. In 1958, Benton & Bowles joined forces here with Lambe & Robinson.

Sidney T. Garland, founder and chairman of the agency bearing his name, has had a long and distinguished career in British advertising. Before founding his shop, he was ad manager of two big London department stores, Selfridge's and Harrod's, as well as ad director of the *Daily Mail*.

His son, Leonard Garland, is managing director of the agency.

The agency will continue under its present management, although Compton will probably provide some reinforcements from New York. Barton A. Cummings, president of Compton, is expected to visit here shortly. Compton currently is billing at a $90,000,000-plus clip, having picked up more than $13,000,000 in new business this month (AA, July 11). #

Pet Milk Boosts Albert Hodor, 4 Others in Food Division

Albert G. Hodor has been appointed general product manager for the food products division, Pet Milk Co., St. Louis. Mr. Hodor, who will be responsible for developing marketing and advertising programs for the division, succeeds William N. Harsha Jr., recently elected vp and assistant to the president of the company.

Albert Hodor

I. P. Grill, formerly product manager of dry milk products, will succeed Mr. Hodor as product manager for evaporated milk. R. A. Buck, formerly product ad manager for evaporated milk products, succeeds Mr. Grill; Ray Morris, formerly product ad manager for dry milk products, succeeds Mr. Buck, and Ralph Zipfel, of the Pet ad department, succeeds Mr. Morris.

Rudolph Associates Moves

Rudy Rudolph & Associates, West Covina, Cal., has moved to larger quarters at 807 W. Front St. The agency announced it now has 10 clients in the fields of trailers, automotive equipment, engineering, chemicals and paints, marine equipment and construction.

One of a series appearing in The Wall Street Journal

Sales executives salute this unique spot radio plan

Men responsible for meeting sales quotas judge advertising media by experience. In several mass-market industries, such men consistently use the Blair Group Plan.

On products as varied as April Showers or Tanfastic; Beech-Nut, Marlboro, or Scot Tissue; Dodge, M-G-M or United Artists—sales records testify to the power of the Blair Group Plan.

Total Reach: 142,592,300. Over 40 stations in major markets are represented by Blair—the most powerful group of radio stations in America. Together they can deliver your selling message to 80.4% of the national market each week.

Buy with Confidence. In using Blair Stations, you have confidence in getting *the best possible buy*, because of the integrity of station management. And confidence in sales results, because through long experience Blair Stations provide *an established audience*. For a Blair Group Plan custom-built to fit your marketing areas, call our nearest office.

John Blair and Company

National Representative of Major Radio Stations

717 Fifth Avenue, New York, PL 2-0400

Yes! **Blair Stations Sell**

and these are the BLAIR STATIONS:

New York	WABC	Norfolk-Portsmouth-Newport News	WGH
Chicago	WLS	Indianapolis	WIBC
Los Angeles	KFWB	Columbus	WBNS
Philadelphia	WFIL	San Antonio	KTSA
Detroit	WXYZ	Rochester	WBBF
Boston	WHDH	Tampa-St. Petersburg	WFLA
San Francisco	KGO	Albany-Schenectady-Troy	WTRY
Pittsburgh	WWSW	Memphis	WMC
St. Louis	KXOK	Phoenix	KOY
Washington	WWDC	Omaha	WOW
Cleveland	WHK	Jacksonville	WMBR
Baltimore	WFBR	Oklahoma City	KOMA
Dallas-Ft. Worth	KLIF-KFJZ	Syracuse	WNDR
Minneapolis-St. Paul	WDGY	Nashville	WSM
Houston	KILT	Knoxville	WNOX
Seattle-Tacoma	KING	Wheeling-Steubenville	WWVA
Providence	WPRO	Tulsa	KRMG
Cincinnati	WCPO	Fresno	KFRE
Miami	WQAM	Wichita	KFH
Kansas City	WHB	Shreveport	KEEL
New Orleans	WDSU	Orlando	WDBO
Portland, Ore.	KGW	Binghamton	WNBF
Denver	KTLN	Roanoke	WSLS
Louisville	WAKY	Bismarck	KFYR

Offices in Atlanta • Boston • Chicago • Dallas • Detroit • Los Angeles • Philadelphia • St. Louis • San Francisco • Seattle

"A-No. 1"

(The only word for Chun King's smashing promotion in the Post)

CHUN KING SAYS: "Our ad, which was exclusive in The Saturday Evening Post, sparked the biggest promotion we ever had. Sales were up all over the country. Our sales organization loved it. The only trouble was in getting the merchandise out fast enough. We couldn't keep up with demand." Jeno Paulucci, President. (Congratulations, Mr. P., on a challenging idea: "Free! *Any* frozen tray dinner . . . *any* kind . . . *any* brand . . . if you buy Chun King, too!")

FOOD FAIR SAYS: "Thanks to Chun King's acceptance and the local impact and influence of The Saturday Evening Post, this promotion was a success. It again proves that a well-conceived promotion aided by a powerful advertising medium can spur product movement at point of sale." Arthur Rosenberg, V. P. (Thank you, Mr. R., you took the words right out of our mouth!)

BROKER SAYS: "The reaction to this spread in the Post was excellent. During the time period relative to the spread, sales of frozen dinners increased almost 200%." Mr. Saar of Schierliolz, Chicago broker. (That's a nice increase, Mr. S., from one ad in one magazine.)

SAFEWAY SAYS: "I was very happy with the Chun King ad in the Post. This ad introduced Chun King to a lot of new people, and we got many repeat sales from it. This was the most successful promotion of Chinese food we have ever had; we are setting up another one." Harry Evans, buyer. (Those Post-Influentials, Mr. E., not only buy and try, they help sell the others.)

WE SAY: What do you expect *but* instant success? The Post does the best job by far in its field at getting your ad page seen by big-eating, larger families . . . by $4,000-and-higher households that spend two-thirds of all package-goods dollars. The Post gives your message the best chance to stick, too, with hi-frequency exposure to your ad page. What's more, magazine sales in supermarkets show food shoppers' preference for the Post. (In supermarkets everywhere, the Post is the fastest-selling magazine in its field.) If you sell a food-store product . . . the Post is your A-No. 1 buy!*

*Ask Chun King.

A CURTIS MAGAZINE

The Saturday Evening POST

THE INFLUENTIALS' MAGAZINE

READERS TURN AND RETURN TO YOUR AD PAGE IN THE POST...THE HI-FREQUENCY WEEKLY!

Selling Cars?

Here's a preferred market—at a popular price: for less than 5¢ apiece, you reach 85.000 dentists (income and standard-of-living well above average) in a magazine they read devotedly. May we give you facts and figures?

ORAL HYGIENE

1003 LIBERTY AVENUE, PITTSBURGH 22, PENNSYLVANIA

Rubinstein Will Launch New Acne Cosmetic Line

Bio-Clear Is Top Brand in 8-Item Array; 98% of Teen Agers Are Prospects

NEW YORK, July 12—Helena Rubinstein Inc. will introduce an eight-product medicated line early this fall to be promoted primarily to teen agers suffering from acne —and that's 98% of all teen agers, the company reports.

The introductory campaign will open Aug. 15 with a price promotion for a $2.95 kit of three products for the treatment of acne for boys as well as girls. A second campaign will open Oct. 2 covering the entire line.

Radio and tv spots are scheduled in about 30 markets on local teen age programs: radio disc jockey shows and tv dance programs in the 4-6 p.m. time period. This broadcast push will be augmented by co-op newspaper ads plus page or larger units in the teen magazines. These will include *Ingenue*, *Seventeen* and the Scholastic Group, starting in October issues. A special newspaper ad promoting the acne kit will be addressed to mothers.

■ Although the campaign will be directed towards teen agers with acne, the entire line has been planned to treat seven different skin problems, including those of older women. The line will be displayed in a special wire rack designed to give the retailer a complete "problem skin department" to supply an "oily skin" market which the company conservatively estimates at $40,000,000 in annual retail sales.

Heretofore, products for problem skins have been scattered throughout a store, resulting in customer confusion and lost sales, the company points out. Products put out by drug companies (usually single items) are sold at the pharmaceutical counter, while the cosmetic company products are handled at the beauty counters.

The company is planning "unparalleled" sales training courses to acquaint sales personnel in the use of the new line. These courses will be open also to pharmacists and will include a film on the development of the new products. Mailings are also planned to pharmacists.

■ The products were developed and tested in "constant liaison" with dermatologists, and each item will carry a "medically approved" shield, designed by the company, to show that each product has been tested by doctors. Besides planning mailings to doctors, the company will attend medical conventions to promote the line.

L. W. Frohlich & Co., a medical agency, is handling the campaign.

The main product in the new line is Bio-Clear medicated cream, containing a new drug, organic sulphide, which the company believes to be a significant advance in the treatment of acne. The company points out that in a recent study, 96.7% of 17-year-old girls examined had acne, and 99.4% of the 18-year-old boys had acne.

The line is priced slightly below the company's usual price range, to fit within the budget range of the teen market. Booklets attached to the acne kit will give diet hints and other advice on acne control. #

A = The right homes
selected by scientific sampling techniques to provide true cross section of each market.

B = Complete reporting
of all quarter hours, all sets, all family members, avoiding personal bias, memory lapse, and distortion.

C = Quality processing
with controls at each step to assure accuracy and automated production to speed delivery of reports in easy-to-use formats.

NSI = today's most reliable source of station audience facts

Nielsen Station Index

a service of A. C. Nielsen Company

2101 Howard Street, Chicago 45, Illinois • HOllycourt 5-4400

FOR ALL THE FACTS
CALL . . . WIRE . . . OR WRITE TODAY

CHICAGO 1, ILLINOIS
360 N. Michigan Ave., FRanklin 2-3810

NEW YORK 22, NEW YORK
575 Lexington Ave., MUrray Hill 8-1020

MENLO PARK, CALIFORNIA
70 Willow Road, DAvenport 5-0021

0403

Ralph Head Quits Agency Field to Form Consulting Company

Ralph Head, former marketing executive with McCann-Erickson and Batten, Barton, Durstine & Osborn, has formed his own company, Ralph Head Affiliates, at 151 E. 50th St., New York, to provide "a one-stop source for many of the marketing services generally secured from unrelated independent firms."

Ralph Head

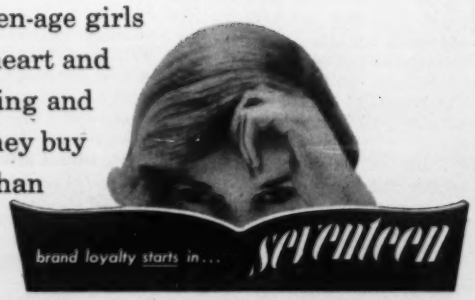
Mr. Head said he will work with advertisers on building an integrated marketing program, counseling them on the services they need. The company will not place any advertising for clients. Mr. Head, with McCann for the past year, resigned as marketing vp and plans board member of BBDO last year after 12 years with the agency. He told ADVERTISING AGE: "I suspected for a long time that I didn't belong in the agency business. I'm either too emotional or not emotional enough, I don't know which."

Canadian Book Changes Name

After 55 years of publication under the title, *Canadian Machinery & Manufacturing News*, the Maclean-Hunter metalworking publication will appear this month under a new name—*Canadian Machinery & Metalworking*.

seventeen puts **YOU** in the **YOUTH** market!

A MARKET THAT HAS COME OF AGE IN A GREAT BIG WAY! America's 9 million teen-age girls are the fastest-growing market in the country. SEVENTEEN talks *with* these girls...heart-to-heart and cover-to-cover. Thus between SEVENTEEN and its readers there exists a depth of understanding and mutual admiration. That's why teen-age girls are so devoted and responsive to SEVENTEEN. They buy this magazine at the newsstand month after month, and buy more merchandise from its pages than from any other magazine. In fact, 4,800,000 teen-age girls read an average issue of SEVENTEEN and 65.2% of them have actually bought from its pages.* Your advertising in SEVENTEEN puts *you* in the big, booming Youth Market, *the market that has come of age in a great big way.*



*Gilbert Youth Research

it's easier to **START** *a habit than to* **STOP** *one!* SEVENTEEN MAGAZINE, 488 Madison Avenue, New York 22 • PLaza 9-8100

DOUBLE EXPOSURE FOR YOUR ADVERTISING: SEVENTEEN-at-School—only magazine of its kind—offers your educational materials to high school home economics teachers. SEVENTEEN Magazine carries your advertising into their classrooms. Ask us about it!

16 Top Magazine Publishers Sign Consent Orders

(Continued from Page 3)

Yorker Magazine Inc.; Newsweek Inc.; U. S. News Publishing Corp.; Hearst Corp.; Macfadden Publications Inc.; Fawcett Publications Inc.; Triangle Publications Inc.; New American Library of World Literature, and its distributor, Independent News Co.; Dell Publishing Co.; Bantam Books; National Comics Publications, and a subsidiary, and Pocket Books Inc. and a subsidiary, Affiliated Publishers Inc.

■ Last month American News and Union News lost the first round of its defense when an FTC examiner released an initial decision holding that the newsstand operators knowingly coerced leading magazine publishers and cigar manufacturers into giving illegal rebates for displaying and selling their products (AA, June 20).

Today's consent orders, adopted from the initial decisions by Hearing Examiner Abner E. Lipscomb, requires that any future payments by publishers to the newsstand operators be on a proportionally equal basis only. The commission extended the time publishers were given to file reports to compliance and will issue orders later stating when these are due. The consent orders are for settlement purposes only and do not represent an admission of guilt.

RAYCO, MIDAS CONSENT

WASHINGTON, July 12—Two suppliers of automobile equipment entered into consent orders with the Federal Trade Commission today.

Rayco Mfg. Co., Paramus, N.J., was ordered to drop exclusive-dealing arrangements from its "dealer-franchise" agreement and to stop fixing prices in non-fair trade areas.

A complaint issued by FTC Jan. 7 had also challenged Rayco's restrictions on advertising by its independent dealers, but today's order left Rayco's control over dealer advertising intact so long as it is not used in support of illegal price-fixing, exclusive dealing, or some other illegal practice.

The other company involved in a consent order today, Midas Inc., Chicago, agreed to modify the terms of its guarantee. Under the order the company must not advertise that any product is guaranteed unless the nature and extent of the guarantee and how it will be honored is clearly disclosed.

3-M MERGER CITED

WASHINGTON, July 13—The Federal Trade Commission charged today that Minnesota Mining and Mfg. Co. violated the anti-merger law when it acquired two competing distributors of electrical insulation products. The complaint said the absorption of Prehler Electrical Insulation Co., Chicago, and Insulation and Wires Inc., Fort Wayne, in 1956 tended to reduce competition in the distribution of electrical insulation products.

FTC reported that Minnesota Mining is the nation's largest manufacturer of electric insulation tapes and other tapes. FTC said the two companies absorbed by Minnesota were respectively the second and third largest distributors of insulation tape. #

Blackburn Joins NBP

Blackburn Publications, New York, publisher of *Modern Server & Spirits Store*, ha joined National Business Publications Inc.

FTC Hits 'Waltham' Watch Makers for 'Misrepresentation'

WASHINGTON, July 13—The Federal Trade Commission today charged that Time Industries, a New York clock distributor, has been misrepresenting that the imported clocks sold by the company are made by the "old and well known" Waltham Watch Co. of Waltham, Mass., now out of business.

Also named in the complaint is Waltham Watch Co., Chicago, for failing to disclose that the clocks are made in West Germany and are not products of the defunct Massachusetts company.

■ The complaint attacks the franchise system promoted by Time Industries. It charges that the company falsely (1) offered to limit sale of its products to "selected and qualified" dealers, (2) guaranteed that its proposition was money making, and (3) claimed to place clock displays in "profitable locations."

SO. WHOLESALERS CITED

WASHINGTON, July 12—Southern Wholesalers Inc., Evansville, Ind., has been charged by the Federal Trade Commission with using phony pricing and savings claims and with falsely representing that it sells at wholesale prices.

The Southern claims were advertised in newspapers, promotional literature, and radio-tv across state lines.

Prices represented by the company were "fictitious and exaggerated," according to the complaint. Through use of the term "wholesalers" in its corporate name, Southern misrepresented that it sells merchandise to the public at wholesale prices, the complaint stated. #

R. A. Judges Named Ad Director of 'Montreal Star'

MONTREAL, July 12—Ronald A. Judges, 49, assistant director of advertising for the *Montreal Star*, has been promoted to director of advertising. He succeeds Eric M. Wilson, who died July 5 (AA, July 11).

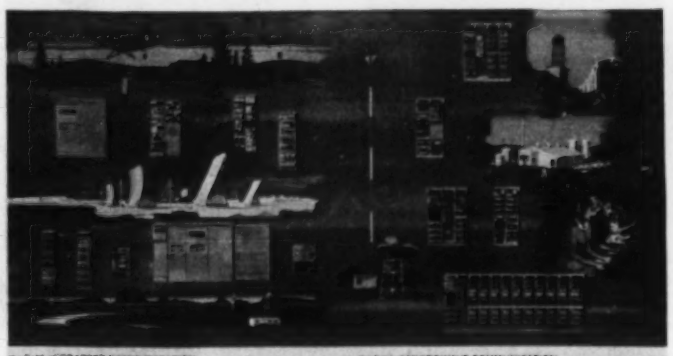
Ronald A. Judges

Mr. Judges joined the *Star* as retail advertising manager in 1948. He was named assistant advertising manager in 1950, and was promoted to assistant director of advertising in 1954.

■ Prior to joining the *Star*, Mr. Judges worked for the *Toronto Telegram* and was advertising manager of the *Stratford Beacon-Herald*, Stratford, Ont. He served in the Royal Canadian Navy from 1939 to 1946 and was discharged a lieutenant. He is a member of Newspaper Advertising Executives Assn. and Canadian Daily Newspaper Publishers Assn., and is a past president of Newspaper Advertising Managers' Assn. of Eastern Canada and the Advertising and Sales Executives Club of Montreal. #

'McCall's' Boosts Bradley

Truman L. Bradley has been appointed production assistant to the publisher of *McCall's*, New York. Mr. Bradley, who will be responsible for liaison between *McCall's* editorial and ad departments and its Dayton printing plant, has been with the magazine since 1946.



COLLINS IMAGE—*This spread comprises two of the nine color pages to appear in the July 25 issue of Newsweek to present the corporate image of Collins Radio Co., Cedar Rapids, Ia. The ad also will appear in Business Week Aug. 6. Don L. Baxter, Dallas, is the agency.*

Cross Leaves Walsh; Anderson Reassumes Post

Exec VP, President Had 'Differences' on Policy, Management, Operations

TORONTO, July 14—George E. Cross has been relieved of his duties as executive and general manager of Walsh Advertising Co. Kenneth G. Anderson, president, reassumed general manager functions.

Mr. Anderson told ADVERTISING AGE today that Mr. Cross' appointment was terminated Monday following "differences of opinion concerning policy matters."

Mr. Cross, who had been with the agency since 1948 and is a large stockholder, would make no comment beyond confirming his dismissal.

■ Mr. Anderson said that all Walsh employes questioned to date—"close to 100%"—will remain with the agency.

Walsh is a Liberal agency politically; it billed $4,600,000 in 1959. When the Progressive Conservative government came into Ottawa, Walsh lost a sizable chunk of federal business, including the Bank of Canada's savings bond campaign.

Then its six major stockholders—Mr. Anderson, Mr. Cross, Yves Bourassa, Rex Werts, J. J. Simpson and Fred Myers—apparently failed to agree.

Mr. Werts was the first to leave the agency. Mr. Bourassa followed and now is a vp of McCann-Erickson, Montreal. With the departure of Mr. Cross, the agency now is controlled by Mr. Anderson, Mr. Simpson and Mr. Myers.

Mr. Anderson said that the "differences of opinion" with Mr. Cross "related to internal matters of management and operations and in no way affected our service to clients." #

Marcal Packages Auto Hankies

Marcal Paper Mills, East Paterson, N. J., is marketing a package of disposable paper handkerchiefs in a package specifically designed for automobile use. Initial promotion is in the automotive field. Riedl & Freede, Clifton, is the agency.

Borden Co. to Vanguard

Borden Co., New York, has appointed Vanguard Advertising, New York, for its feed supplements division. The previous agency was Paul Klemtner Co., Newark, N.J.

Multi-Million Ad Push Set for Dow Handi-Wrap

(Continued from Page 1)

"spectaculars" in *Life* and *Look* in October, spreads in *Woman's Day* and *Family Circle*, and network television on Dow's "Hour of Great Mysteries" plus unspecified daytime and nighttime tv shows. Business paper advertising is slated for *Chain Store Age, Food Topics* and *Progressive Grocer* and the military market—*Military Market & Government Buying, Post Exchange*, and *Commissary*.

■ The new product was tested in eight cities—Cedar Rapids, Davenport and Des Moines in Iowa; Duluth, Evansville, Peoria, Rockford, and Madison. Four different marketing approaches were tested, according to Gage Olcott, merchandising manager of the plastics department.

The presentation to brokers today, and the sales promotion kit for salesmen selling to supermarkets, were the work of Sales Communication Inc., a McCann-Erickson affiliate, which was retained for this portion of the promotion, but will have nothing to do with the collateral materials or advertising.

■ At the same time, Dow disclosed the reorganization of its marketing and sales development activities. A sales development group will be organized, to assist existing product departments in the evaluation of potentials for new consumer products. It will be headed by Parker Frisselle, formerly manager of the market research department, who joined Dow in 1943.

W. L. Nelson

Parker Frisselle

■ Also, a consumer products marketing group is being formed to provide a central marketing organization for Dow's product departments and manufacturing divisions. It will be directed by W. L. Nelson, formerly on the staff of the plastics department. Mr. Nelson was manager of Saran Wrap sales from 1952 to 1957, and manager of fabricated products sales from 1957 to 1959, and joined Dow in 1936. #

Collins Radio Ad to Be Largest in 'Newsweek' History

CEDAR RAPIDS, IA., July 12—Collins Radio Co. will run the largest single insertion in the history of *Newsweek*—nine color pages—in the July 25 issue. The ad also will be run in the Aug. 6 issue of *Business Week*.

Covering the full scope of the 29-year-old company's products and services, the nine-page ad integrates nearly 200 individual color paintings. The ad attributes the company's success to scientific imagination, with a page devoted to each general area of Collins activities in electronics.

The two media selected for the insertion have cooperated with the agency, Don L. Baxter Inc., Dallas, in developing a joint promotion to assure additional exposure beyond their nearly 1,750,000 combined circulation.

■ *Newsweek* is reprinting the nine pages in a portfolio and will mail it to about 18,000 military, financial, governmental and industrial personnel. Additional mailings will be made by Collins as part of several corporate merchandising programs. A total of 75,000 reprints were ordered by the company.

Business Week is preparing a special folder based on Starch interviews of the ad and will supply 4,000 complete magazines for special direct mail promotion. #

Freewax's Slogan Bugs Anheuser-Busch; Brewer Files Suit

CHICAGO, July 12—Imitation may be the sincerest form of flattery but some companies don't like to be imitated.

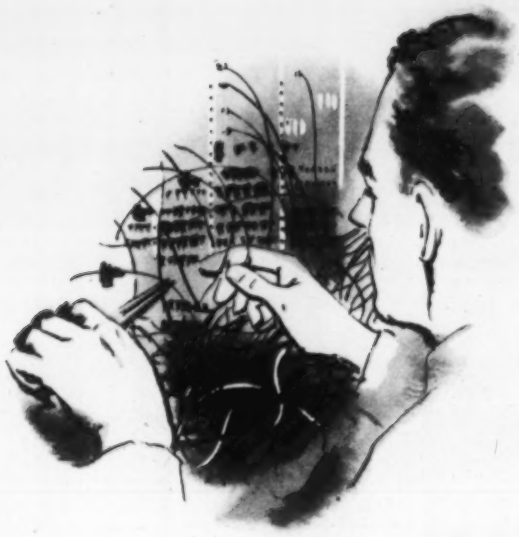
Anheuser-Busch Inc. is one such company. Last weekend, the brewer obtained a temporary injunction in U.S. district court here which restrains Fred A. Niles Productions, a Chicago film company, from manufacturing, processing and disseminating any film, tape or sound tracks using the words, "Where there's life, there's bugs."

In its suit, which was filed July 8, Anheuser-Busch asserted that the Niles company was producing television and radio commercials for Freewax Corp., division of Chemical Corp. of America, Tallahassee, Fla. The commercials, the suit said, were for a floor wax containing an insect repellent.

■ Pointing out that it has used the slogan and trademark, "Where there's life, there's Budweiser (or Bud)" since 1933, Anheuser-Busch charged that Chemical Corp. of America's use of the other slogan, "Where there's life, there's bugs," would infringe trademark rights, cause confusion, dilute good will, impair distinctiveness and degrade the brewer's slogan.

The brewer claimed that it spent $40,000,000 since 1956 promoting the slogan in advertisements. Anheuser-Busch said it had contacted the president of Freewax about stopping production of the commercials, but had been told that Freewax would continue to produce them and planned to run them on some 60 tv stations, starting July 15.

■ An attorney representing the Niles company declined to comment on the suit. Owen J. Ooms, a Chicago attorney representing Anheuser-Busch, told ADVERTISING AGE that the brewer has filed suit in Tallahassee against Chemical Corp. of America, seeking a permanent injunction to restrain the company from running the commercials. Hearing on a temporary injunction will be held July 18. #



Computers are basically
an arrangement
of simple switches.

A switch is closed,
or it isn't. A spot is
magnetized, or it isn't.
Current flows, or it doesn't.

This clear-cut, "yes-no"
approach insures absolute
accuracy and reliability.

News too, either breaks,
or it doesn't. For the first
report, electronic executives
and engineers reach for
Electronic News. They know
that EN shares the
computer's qualities
of speed, accuracy and
reliability.

on-off

yes-no

go-no go

Admen Flee Cuba; Some U.S. Shops Near Collapse

NEW YORK, July 15—Cuban admen are fleeing Havana in great numbers, according to reports reaching New York this week, as the government continues its anti-American policies.

Peter Dunham, of J. Walter Thompson Co., told ADVERTISING AGE that the departures have reached "flood" proportions, with the Cubans seeking advertising jobs in Central America, Puerto Rico, Mexico and New York.

Luis Soria, president and founder of Soria, Ruiz & Co., one of Havana's top agencies, turned up this week in Puerto Rico, where he purchased a "substantial interest" in Highley Advertising Co., San Juan.

Mr. Soria will be exec vp of Highley, but he told AA in a telephone interview that his Havana shop will continue its operations. He said he plans to divide his time between Havana and San Juan.

■ Other agencies in Cuba were reported to be in dire straits. Grant Advertising was said to be having some difficulties. McCann-Erickson, one of the biggest agencies in Havana, is reassigning its manager, Raul Barrios. William Murphy, assistant manager who headed up the Esso account, has already been shifted to Miami. Dario Iriarte, with McCann-Erickson for seven years, has been named to succeed Mr. Barrios. McCann said other reassignments are in the works.

One report told of negotiations to bring about a merger of Publicidad Guastella and Publicitaria Siboney, two agencies which have handled advertising for the government.

Reader's Digest and *Time*, both of which print Latin American editions in the same Havana plant, report "increasing difficulties," but are continuing their Cuban operations for the present. However, the *Digest* has filed a petition with the government giving notice that it intends to close or greatly reduce its subscription fulfillment office in Havana.

■ In other news on the Fidel Castro front, Harris & Co., Miami agency which last week sued the Cuban government to collect money owed for tourist advertising (AA, July 11), reported that it has succeeded in attaching Cuban bank accounts totaling some $1,500,000. The suit has also tied up several small-engine Cuban airplanes in the U. S.

In a television address to the Cubans last weekend, Premier Castro blasted the Harris agency for bringing its court action. According to Erwin Harris, president of the agency, Mr. Castro screamed: "Sure, we owe them some money. But that's no reason to seize our planes." #

D-F-S Names Three

Harry J. Cordesman has joined Dancer-Fitzgerald-Sample, Chicago, as creative art director. He formerly was executive art director of Campbell-Mithun, Chicago. In New York, D-F-S has named Eleanor Dunn, formerly with Lambert & Feasley, a copywriter, and John D. Held, previously with Fuller & Smith & Ross, a tv commercial producer.

NAMA to Meet in September

The Newspaper Advertising Managers' Assn. of Eastern Canada will hold its 1960 convention Sept. 14-16 in the Mount Royal Hotel, Montreal.

NEW FLOOR WAX—*Simoniz Co. will launch a national advertising campaign for its new electric polisher floor wax with this two-color, page and one-half ad in the August issue of Reader's Digest. Other media have not been set. Buchen Co., Chicago, is the agency.*

'Life' to Launch Eastern Edition

NEW YORK, July 12—*Life* has announced it will publish an eastern advertising edition starting with its Oct. 3 issue and with the first issue of each month thereafter.

The eastern unit will have an average net paid circulation of 2,335,000 and will cover all New England states, and New York, New Jersey, Pennsylvania, Maryland, Delaware and Washington, D. C.

Ad rates are $11,550 per b&w page, $14,600 for two-color, $17,500 for four-color. Minimum unit size in the eastern edition will be a page.

At the same time, *Life* announced that its extra production charge for national "fast close" ad units has been reduced from 10% to 5%, effective immediately. Closing dates for the service remain unchanged: Seven days preceding on-sale date for b&w and two-color units, 22 days for four-color ads. #

Maclean-Hunter's Rolph Clark Stone Bid Falls Through

TORONTO, July 14—Maclean-Hunter Publishing Co.'s $4,000,000 bid to buy Rolph Clark Stone Ltd., graphic arts company, has collapsed (AA, June 6).

F. Grenville Rolph, president of Rolph Clark Stone, said: "We'd like to have seen the deal go through but we couldn't see eye to eye on every item. So we decided to drop it."

Shareholders representing a majority of Rolph Clark Stone stock had accepted the offer and deposited their share certificates. Apparently all that was left to discuss were administrative problems.

Executives of both companies refused to divulge details of the 11th hour breakdown in negotiations. #

Louis Opens Own Office

Alex Louis, senior vp of Belden Associates and associate director of the Belden Poll for the past 14 years, has opened his own office as consultant in public opinion and marketing research in the Southland Center, Dallas. Although Mr. Louis has resigned from Belden, he will continue to hold stock in the market research company.

Lippincott Promotes Murtha

Joseph M. Murtha, account manager at Lippincott & Margulies, New York, industrial design company, has been appointed vp in charge of account supervision, a new post.

B&B Affiliates with Jackson, Wain & Co., Australian Agency

SYDNEY, July 12—Jackson, Wain & Co., generally regarded as Australia's fourth largest agency, has announced an affiliation with a major U. S. agency, Benton & Bowles.

Both agencies handle Procter & Gamble in their respective countries, but John W. Jackson, managing director of the Australian agency, said this was only an incidental factor in the association.

Under terms of the agreement, Jackson, Wain will represent Benton & Bowles in Australia in return for representation by B&B in the U. S. and Europe.

■ Jackson, Wain has just extended its operations here by merging with the Western Australian shop, Don Hunt & Associates, Perth. This gives it fully-equipped offices in all state capitals.

Jackson, Wain's top account is Rothman's, Australian branch of the big English cigaret maker, which, by aggressive marketing of its king-size brand, has within a few short years grown to become a bitter rival of the giant Wills concern here.

Other accounts are: Sunbeam Corp., Qantas Empire Airways, Warner-Lambert, Edinburgh Laboratories, the 3M company, Rexall Drug and Australian Consolidated Press. The P&G operation has been running only about three years and is not large. #

Midwest Dailies Gain in All Main Ad Classes During May

Midwest newspapers with circulations of 10,000 and 25,000 showed substantial gains in all main classes of advertising during May as compared with May, 1959, according to the "advertising index" compiled by Inland Daily Press Assn.

The 10,000-circulation newspapers showed gains of 4.6% in local, 2.5% in classified, 4.0% in national and 3.9% in total advertising. The 25,000-circulation newspapers gained 7.6% in local, 2.6% in classified, 8.5% in national and 6.8% in total advertising. This is the first month that either group has showed a gain in non-automotive national advertising since last December.

Open Minneapolis Art Studio

Artline Inc., a new commercial art studio, has been founded in Minneapolis by Jay B. Peterson, Arthur Simons and John Simons. Mr. Peterson is a founder and former president of Kerker-Peterson, Minneapolis agency, from which he resigned last year. The Simons brothers formerly were associated with Artists Inc., Minneapolis.

Media Skeptical of GOP House Agency Effort

(Continued from Page 2)

tered on media reaction to the development.

Network tv reaction as to whether GOP business placed through a GOP house agency would be commissionable varied. William P. Mullen, ABC-TV vp in charge of sales, said such an agency, if well financed and staffed by reputable agency men, could do business on ABC-TV, though the network might insist on payment in advance from such a newcomer.

■ Sources within NBC suggested that this is really a problem for lawyers, many of whom are in Los Angeles, along with the vp in charge of political sales at NBC, but the off-hand opinion here was that this sort of political house agency might qualify if its people performed the services and did the work normally done by an agency in an ad drive. It was suggested that the provisions of Section 315 of the Communications Act requiring equal treatment of political clients might be a factor here. "If the Democrats selected an agency of one particular kind and the Republicans designated another particular kind, they would have to be treated alike," one NBC official thought.

William H. Hylan, vp in charge of sales administration for the CBS-TV network, doubted that such an agency would be recognized as an ad agency as CBS defines the term. Just forget, he suggested, that this is a matter of political parties, whether Democratic or Republican, and relate it to the question of whether any agency for any client set up by a group of individuals in this fashion would be recognized. "My guess is not," Mr. Hylan said. "It would set the kind of precedent allowing any group to combine as an advertising agency for a week, day or hour, just to earn the 15%."

■ At the station and representative level, there were fewer signs of reluctance to deal with a political, interim house agency. If a client has a lot of money to spend for such an acceptable product category as Presidential and other candidates, most stations probably would welcome the business, and on a commissionable basis.

Crosley Broadcasting's P. Scott McLean pointed out that the interim political agency could not be just a clearing house with production done elsewhere. He said it should meet all the normal standards relating to financing, personnel and services performed.

For reasons of anti-trust considerations, the Four A's does not talk about who does and doesn't qualify for a 15% agency commission. The Four A's noted that a political house agency wouldn't qualify for membership in the association, which does not accept house agencies. The membership qualifications are the nearest the Four A's comes to defining what an ad agency is by its standards.

Frederic R. Gamble, president of the Four A's, also suggested Four A's member agencies might not want to lend their people to a political house agency under this proposed "anchor and loan plan."

■ The American Newspaper Publishers Assn. would not indicate how it thought newspapers would take to this type of political advertising placement. A spokesman for the association called attention to the anti-trust implications, and noted that each individual newspaper makes its own decision in such matters.

■ Newspapers queried by AA preferred to wait until faced with a specific political request before theorizing. They probably would decide the issue on the basis of who was placing the business, what their associations were and how well financed they were. J. H. Glass, advertising manager of the *New York News*, said newspapers probably wouldn't look on such a setup with favor and would not like to see it happen.

One veteran pr man, who has taken an active interest in political campaigns in the past, said the GOP would be ill-advised to set up a house agency of 8, 10, 15, or 25 prima donnas to work for three months because it would be sure to do a poor job for the party. #

Lehn & Fink Acquires Noreen Inc., Maker of Hair Color Rinses

NEW YORK, July 13—Lehn & Fink Products Corp. is entering the hair coloring field with the acquisition of Noreen Inc., Denver, producer of color hair rinses.

Beside marketing popular-price color hair rinses, Noreen also manufactures Liqui-Color hair rinse and La Viola hand cream. Purchase of the company is expected to add more than $2,000,000 to Lehn & Fink's sales volume.

Noreen operations will be continued in Denver, and Noreen management will continue in the combined operation. Established in 1938, the company has been owned and operated by members of the family of its founder, the late Dr. Harry L. Baum of Denver. The agency of record is Bradley Lane Advertising, Denver, and no change is contemplated for the present, the company told ADVERTISING AGE.

The Noreen name joins a roster of well-known trade names at Lehn & Fink, which manufactures Dorothy Gray and Tussy cosmetics, Ogilvy Sisters hair preparations, Hinds honey & almond fragrance cream, Etiquet deodorants, Stri-Dex and Lysol.

The company is the second drug and cosmetic house to acquire a small hair coloring company. In April, 1959, Bristol-Myers purchased Clairol Inc. (AA, April 13, 1959). #

Utica Dailies Resume After 4-Day Walkout

UTICA, N.Y., July 14—The Utica newspapers resumed publication this week following the four-day shutdown precipitated by a printers' walkout over the firing of a union member.

The union, which had held out for unconditional reinstatement of typesetter William C. Truex, capitulated to a management demand that Mr. Truex be "barred from employment," Henry J. Leader, general manager of the newspapers, said. Mr. Truex's discharge is subject to arbitration proceedings, the company and union said.

Theodore T. Amberson, president of Local 62, International Typographical Union, announced that the union was hiring Mr. Truex as an organizer pending outcome of arbitration of his case. #

Boston AANR Elects Carew

Robert E. Carew, of Story, Brooks & Finley, has been elected president of the Boston chapter, American Assn. of Newspaper Representatives. Other new officers are Frank E. Dunn, Hearst Advertising Service, vp; Frank Stevens, *Providence Bulletin-Journal*, treasurer, and Warren L. Shields, Johnson, Kent, Gavin & Sinding, secretary.

WHETHER

YOU WEATHER THE STORM IN AMERICA'S LARGEST AND MOST COMPETITIVE MARKET DEPENDS TO A LARGE EXTENT ON HOW WELL YOU'RE COVERED. AND WHETHER YOU COUNT COVERAGE BY NOSES OR COUNTIES, IF YOU'RE COUNTING ON COMPLETE COVERAGE IN THE NEW YORK AREA YOU NEED WPAT . . . METROPOLITAN NEW YORK'S REIGNING GOOD MUSIC STATION. WPAT AND WPAT-FM, NOW BROADCASTING FROM OUR NEW FM TRANSMITTER SITE ATOP THE CHRYSLER TOWER, GIVES YOUR PRODUCT COMBINED COVERAGE OF 31 COUNTIES IN NEW YORK, NEW JERSEY, PENNSYLVANIA AND CONNECTICUT . . . AN AREA WHERE MORE THAN 17,000,000 PEOPLE LIVE, WORK AND BUY IN MORE THAN 5,000,000 RADIO HOMES. THEY DON'T ALL LISTEN TO WPAT BUT MORE OF THEM DO THAN YOUR COMMERCIAL MESSAGE CAN AFFORD TO MISS. WE'RE MEDIA MEN, NOT METEOROLOGISTS BUT WE'LL HAZARD A FORECAST: YOUR SALES OUTLOOK WILL BRIGHTEN THE MOMENT YOU BEGIN ADVERTISING ON

RADIO STATION WPAT

Young Chicago loves to buy...

...the Chicago Sun-Times

Smart advertisers know it's the young families who buy the most.
Very smart advertisers know where to find them in high proportion.
Advertise in the Chicago Sun-Times—more than half
its readers are men and women 35 and under!

Send for your copy of the 1960 Chicago Consumer Analysis. Now available.

The Editorial Viewpoint . . .

Another Aspect of Rates

Last week we commented here on the importance, to the whole advertising industry, of maintaining a firm rate structure for all advertising media, so as to prevent a retreat to oriental-bazaar shopping patterns. This week the Federal Trade Commission, through the report of Examiner Everett F. Haycraft in the case of the divestiture of Clorox by Procter & Gamble, raises another aspect.

The FTC case, in which the examiner recommends that Procter & Gamble be required to dispose of the Clorox Chemical Co., which it bought in 1957, undoubtedly foreshadows other cases based on the same general philosophy—the strength in the marketplace, largely as a result of advertising and marketing power and skill, of the remaining company.

This is not so much a matter of actual monopoly as of possible monopoly, and it seems safe to assume that these factors will loom large in future merger considerations.

But at the moment we are interested in only one aspect of the FTC examiner's findings—that involved with advertising rates and discounts. As the ADVERTISING AGE story reported:

"By associating with P&G, Clorox got big advertising advantages over Purex and other bleaches, he [Mr. Haycraft] found. Using 1957 figures, he found P&G an $83,500,000 advertiser, first in the nation in tv and high in newspapers and magazines. Noting that big advertisers get discounts of as much as 30%, he wrote: 'To earn these discounts, large advertisers may, as P&G does, combine their advertising in a given medium of all their products.

" 'This makes the pro rata cost per product far less than the amount to be paid by the one-product company.

" 'Even a company with many products cannot earn discounts comparable with those of P&G if their combined amount of advertising is insufficient to qualify for a maximum discount.'

"He said that even at the same advertising allocation of 16.4¢ per case that it established in pre-P&G days, Clorox saved at least $138,500 on its advertising bill in the 12-month period ending June 30, 1958, by buying at P&G rates.

"This included an $86,000 saving in television, $50,000 in magazines, $2,000 in newspapers and $500 in radio, he said.

" 'In addition,' he said, 'there is evidence which indicates that if Clorox advertising was fully coordinated with the advertising of P&G, even more substantial discount savings could be effected which would enable Clorox to purchase considerably more advertising without increasing its per-case budget for that purpose.

" 'In an industry where all but a few of Clorox's competitors are small firms with limited financial resources,' he said, 'any such amount of potential additional advertising cannot be considered insignificant'."

We know nothing of whether the FTC examiner's figures are accurate, of course, and we make no presumption with regard to their pertinence in the present action. But this matter of discounts for large users has bothered conscientious advertising and marketing people for many years.

Clearly, large users are entitled to discounts, particularly in publishing and broadcasting, where demonstrably important savings result to sellers, and where the large user provides an element of terribly urgent stability in an extremely unstable business. But times and circumstances change, and the great strides towards diversification and toward giant companies with many product lines, may require some re-examination of traditional discount sales.

The large and consistent buyer deserves a cost break, certainly; but the dimensions of that break, and the circumstances under which it becomes applicable, may require some careful, thoughtful study.

Feel Like Speculating?

The *New York Mirror* quoted Alec Guiness, noted British actor, as saying after he rejected a $1,400,000 contract to appear in a series of beer commercials:

"It was advertising and I would have despised myself for accepting. When I was a young man I was a copywriter in an advertising agency and I shall never go back to advertising. I would rather die in the gutter."

Our first inclination, upon reading this, was to really lay the paddle on Mr. Guiness, and that is still our inclination. But we also wonder—and perhaps you may, too—why a man like this, who has benefitted more than most from the ministrations of advertising, should feel such unholy horror of being identified with it.

What, if anything, does advertising do to people like this to make them so enthusiastically scornful of it? What, if anything, did advertising do to Mr. Guiness when he was a young man, engaged in writing copy in an advertising agency?

What is there about the advertising image that makes a fair number of people (not all of them, thank goodness) feel as though they would be sullying their otherwise lily-white souls by the most casual association with it?

Gladys the beautiful receptionist

—Burt Kaufman, Boston office, Cahners Publishing Co.

"His biggest mistake was when he suggested a split run for the banana ads."

What They're Saying . . .

Progress Depends on Doubt

The worst that can happen to anyone in our profession is to acquire expertise, the fateful assurance of believing he knows about his practice all that is to be known. Whom the gods would destroy, they need not first make mad—it is enough simply to make him overconfident. The major advances in any profession are seldom made by the assured. They are made by the uncertain, the doubters, by those who have the wisdom and the courage to question that which is accepted. Those of us who attain a sufficient degree of proficiency to earn a respectable livelihood tend to push doubt and questioning aside. We are secretly terrified that, if we probe into too many recesses, we may upset the easy certainty with which we pursue our livelihood.

Progress depends almost entirely upon doubt and questioning; doubt that the known way is the best way, and questioning that necessarily replaces blind faith with honest, searching skepticism.

—Walter Weir, Chairman, Executive Committee, Donahue & Coe, before Mail Advertising Club of Washington, D.C., June 21.

Resor Named It

The coining of Kelvinator, oldest name in the electric appliance industry, is among the marketing contributions of Stanley Resor, who has just retired as active head of the J. Walter Thompson Co. A note in a recent Harper's book, "The Story of George Romney," a biography of the president of American Motors by Tom Mahoney, says the name was one of several suggested by Resor in 1916. Lord Kelvin was the 19th century British scientist who fathered modern thermodynamics. The pioneer Detroit electric refrigerator manufacturer organized as the Electro-Automatic Refrigerating Co., changed its name to the Kelvinator Co. on July 28, 1916.

—Harper & Brothers, New York, press release.

Advertising Age

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

After his frank comments about networks and agencies in those articles in *The New Yorker*, it's possible his friends there are no longer referring to David Susskind as a sweet child.

•

Lar Daly, the Chicagoan who likes to run for office even if he's never elected, appeared on the Jack Paar show, courtesy of the FCC.

He didn't get an ovation from the studio audience, but he did manage to get in an invitation for "generous contributions" to his campaign fund.

•

Standard Oil Co. (Indiana), like other pieces of the original John D. Rockefeller petroleum empire, has finally found a way to break out of the legal straitjacket imposed on it by federal decree 50 years ago.

•

Well, after all, you couldn't expect the strained relations between the U.S. and Cuba to improve following the decision of the International Baseball League to move the Havana team to the mainland.

•

F. Castro may find that his credit will no longer be very good if his government continues to refuse to pay the advertising bills of the Cuban tourist commission.

•

That FTC examiner's report recommending that Procter & Gamble be required to give up Clorox seems to be based on the conviction that when it comes to advertising and sales promotion, P&G is just too good.

•

Prof. Arthur Schlesinger must have been mightily surprised and flattered to learn that he was credited with the ability to get an anti-advertising plank inserted in the platform of the Democratic national convention.

•

The week the Democrats were in Los Angeles was appropriately chosen by Chilton Co. as the occasion for a big promotion in behalf of its L.A. publication, *Gas*.

•

"Bergmann Named Revlon Ad VP," headlines the world's greatest advertising journal.

Has a familiar ring, somehow.

•

Business Week predicts that the public relations field will gross $6 billion a year by 1969, and that there will be 250,000 practitioners of the magic art.

Mirror, mirror, on the wall, who has the most beautiful corporate image of all?

•

Independent Television Corporation is bringing to the tv screen "Best of the *Post*" stories, and nobody can say Perry Mason didn't do a good job in promoting the idea.

•

"39% of packages short-weighted, FDA study finds."

Those packaging experts will have to remember to keep the moisture content in the product.

COPY CUB.

Only two newspapers in America's top ten markets have eighty-seven percent or more of their City and Retail Trade Zone Circulation home delivered – one of these ..is The Washington Post.

TOTAL ADVERTISING First Four Months, 1960 Media Records 6 and 7-Day Newspapers	
1. Los Angeles Times	25,981,850
2. Miami Herald	21,666,946
3. New York Times	20,754,359
4. Milwaukee Journal	18,136,167
5. Chicago Tribune	18,067,898
6. Cleveland Plain Dealer	16,253,556
7. The Washington Post	14,530,288
8. New Orleans Times-Pic	14,159,833
9. Washington Star	13,980,985
10. Phoenix Republic	13,828,286

FIRST IN WASHINGTON
IN CIRCULATION
IN ADVERTISING
IN AWARDS

Member Newspaper Color Advertising, Inc.
Continuity Rates Apply to Both Color and Black and White.

Represented by: Sawyer, Ferguson, Walker Co.—N. Y., Chic., Det., Atlanta, Phila., San Fran., Los Angeles; Joshua B. Powers, Ltd.—London; Senor G. Enriquez Simoni—Mexico City; Allin Associates—Toronto and Montreal; The Hal Winter Co., Florida Hotel and Resorts, Miami Beach; Tom McGill, New England Hotel and Resorts, West Roxbury, Mass.; Lou Robbins, N. Y. and N. J. Hotel and Resorts, 1265 B'way, N. Y.; Grant Webb Co., Financial Adv., N. Y., Chic. San Fran., Los Angeles, Seattle, Boston, Phila.; Puck, The Comic Weekly

Elks Magazine Editorial Profile:

Business, travel, current events, hunting and fishing, "do-it-yourself"... these are some of the topics that, in addition to fraternal news, whet the reading appetites of 1.2 million Elks every month.

Add an interesting array of fiction, plus articles on sports or matters of national importance... that's a general outline of The ELKS Magazine.

This appealing editorial package, penned by noted writers, invites readership... provides the right setting for your advertising. It's the best way to sell the #1* men's market.

*1960 Starch Report . . . ask your local ELKS Representative to show you a copy.

THE Elks MAGAZINE

New York, 386 Fourth Ave.
Chicago, 360 N. Michigan Ave.
Los Angeles, 1709 W. 8th St.

WWTV AREA FOOD SALES ARE 16% HIGHER THAN HAWAII-ALASKA COMBINED!

NCS No. 3 shows that WWTV has daily circulation, both daytime and nighttime, in 36 Michigan counties.

Folks in the WWTV Area—Cadillac and Northern Lower Michigan—spend 16% more for food than *all* consumers in the states of Hawaii and Alaska combined*!

What's more, most of these people watch WWTV . . . and buy the brands advertised on WWTV. WWTV has NCS No. 3 circulation—daytime and nighttime — in 36 Northern Lower Michigan counties. NSI (November, 1959) for Cadillac-Traverse City shows that WWTV delivers more homes than Station "B" in *344 of 352* competitive quarter hours surveyed, Sunday through Saturday.

Add WWTV to your WKZO-TV (Kalamazoo-Grand Rapids) schedule and get all the rest of outstate Michigan worth having. *If you want it all, give us a call!*

**Annual combined food sales for Alaska and Hawaii are $198.5 million compared to $231.9 million in WWTV area.*

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA

AM-TV-FM

WWTV

316,000 WATTS • CHANNEL 13 • 1282' TOWER
CBS and ABC in CADILLAC
Serving Northern Lower Michigan

Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

H. Sumner Sternberg, account executive at Erwin Wasey, Ruthrauff & Ryan, has been made a member of the Salmagundi Club, America's oldest art society. In 1958, he organized the Advertising Executives Artist Group, and is now helping organize the group's second show which will be held at the Salmagundi Club during the holidays . . .

Harry Pesin, creative director of Rockmore Co., New York, will have a show of his photographs at New York's Image Gallery this fall . . . **Richard Powell,** former adman with N. W. Ayer & Son, Philadelphia, who retired from advertising to write, has another novel due out in November. Titled "The Soldier," it will be published by Charles Scribner's Sons . . . Also set for November publication is "Zen Showed Me the Way," by Sessue Hayakawa and edited by **Croswell Bowen,** director of information at Compton Advertising, New York. Mr. Bowen has also written an "Introduction to Zen" for the book. Published by Bobbs-Merrill, it will be Bowen's fifth book . . .

FIRST—*Thomas Ross (right), a Purdue junior, receives the first work-/scholarship award given by Industrial Publishing Corp., Cleveland, to attract engineering students to opportunities in the business press field. Making the presentation is Lester P. Aurbach, president of the publishing company.*

Eldon Campbell, vp and general manager of the WFBM stations, Indianapolis, has been elected to the board of directors of the 500 Festival Assn., a nonprofit organization that sponsors a number of gala events preceding the 500 Mile Race each May . . .

Gordon Kinney, radio-tv director of the Advertising Council, requests friends with sons please file for future reference the fact that daughter Sarah Mary was born June 29, joining a family of four other lovely Kinney daughters . . . **Jim Powers,** *Parade* salesman, is heralding the arrival of daughter Julia Beston Powers June 6 by sending out color postcards of a *Parade* cover picturing "Parade's new baby" . . . **Len Morreale,** tv account exec at the Katz Agency, New York, and his wife, Claire, are new parents: Richard checked in at 8 pounds, 6 ounces on June 23 . . .

Sandy Heckinger, *Saturday Evening Post* salesman and cartoonist, is now editing an agency newsletter, "Postscripts from NL&B," for Needham, Louis & Brorby. Several months ago he started editing "Keeping Posted at EWRR" for Erwin Wasey, Ruthrauff & Ryan. Both publications give news of the agency and the *Post* . . .

Holmes Costan Ensrud Johnson

IN INTERURBIA—*A Door County, Wis., weekend was the pleasure part of a four-day session attended by midwestern media directors and buyers, who were guests of the Green Bay Press Gazette, Appleton Post-Crescent and Sawyer-Ferguson-Walker, representative of the two newspapers. Here are William Holmes, D'Arcy Advertising Co., St. Louis; Stan Costan, D. P. Brother Co., Detroit; A. G. Ensrud, J. Walter Thompson Co., Chicago, and Harry Johnson, Campbell-Mithun Inc., Minneapolis.*

Harry Thompson, director of *Newsweek* international editions, has been down with hepatitis but is now back at his desk—on a half-day basis . . . **Bernard Musnik,** who runs the New York office of Publicis, France's largest agency, will get his first look at the bustling Caribbean area this month when he vacations with his wife in Puerto Rico and French-speaking Haiti . . . **Albert M. Wharfield,** vp of A. C. Nielsen Co., and a reserve light colonel, has been awarded the Army's Commendation Medal for "outstanding contributions to the development of public relations" . . . **William Neal,** president, Liller, Neal, Battle & Lindsey, Atlanta, Ga. ad agency, was tabbed vice chairman of promotion and publicity for this fall's United Appeal campaign . . .

Warren Mithoff, chairman of Mithoff Advertising, El Paso, now heads up the border city's Better Business Bureau . . . **W. H. Cowles,** publisher of the *Spokane Chronicle* and *Spokesman-Review,* is the new member of the board of trustees of Whitworth College, Spokane . . .

Tortilla flat: **Burton Cherry,** head of Burton Cherry & Associates, Chicago, now spends some time commuting between Chicago and Taos, N. M. where he and his wife bought an adobe last year. The Cherry hacienda is an authentic Indian mud house, slightly renovated with central heating, etc. . .

Nathan Jacobs, president of Bozell & Jacobs, was given a gold watch on his 35th anniversary with the firm, when top execs from Bozell & Jacobs offices gathered in Omaha recently.

LOS ANGELES CONTINUING **HOME AUDIT**

Year around in-the-house measurement of buying habits in Los Angeles County since 1945

FOR 15 YEARS THE CONTINUING HOME AUDIT HAS BEEN THE AUTHORITY ON FACTS ABOUT THE LOS ANGELES MARKET AND ITS NEWSPAPERS

Each year, the Continuing Home Audit analyzed in-the-home depth interviews made by Facts Consolidated, a completely independent research organization.

These studies, based on bi-monthly reports each representing at least 1,000 different families, 90,000 total to date, assist advertisers and advertising agencies in evaluating current competitive sales position in the Los Angeles County market.

Also, the Home Audit measures newspaper penetration in the area and provides a qualitative analysis of newspaper readership to enable the advertiser to direct his message to the audience offering the greatest sales potential.

THE MIRROR NEWS IS 2ND IN LOS ANGELES IN COVERAGE OF HIGH INCOME FAMILIES

Results of the Continuing Home Audit for the full year 1959 shows that The Mirror News now rates **second** in the Los Angeles weekday metropolitan newspaper field in number of readers among families who earn $10,000 a year or more. Only the morning Times leads The Mirror News in this important category. In the $5,000 a year or more bracket, The Mirror News also lands in second place with a commanding lead over the third and fourth papers.

The able-to-buy profile of The Mirror News' circulation becomes particularly significant when other facts from the Home Audit are brought into the picture: Over 75% of Mirror News families have homemakers who are under 49 years old. This percentage is far and away the highest among all Los Angeles weekday metropolitan newspapers. Further, 65% of Mirror News reading families have children 18 years of age and younger. This is a full ten percent more than any other newspaper in its field.

Does this composite picture make up the market you want to reach in Los Angeles—young families . . . up and growing families with children . . . families with money to spend for what you have to sell? The Los Angeles Continuing Home Audit tells you that the way to reach them is through The Mirror News, the quality evening newspaper of the nation's second largest market.

LARGEST EVENING HOME-DELIVERED CIRCULATION IN THE WEST

Four out of five Mirror News families take no other Los Angeles weekday metropolitan newspaper.

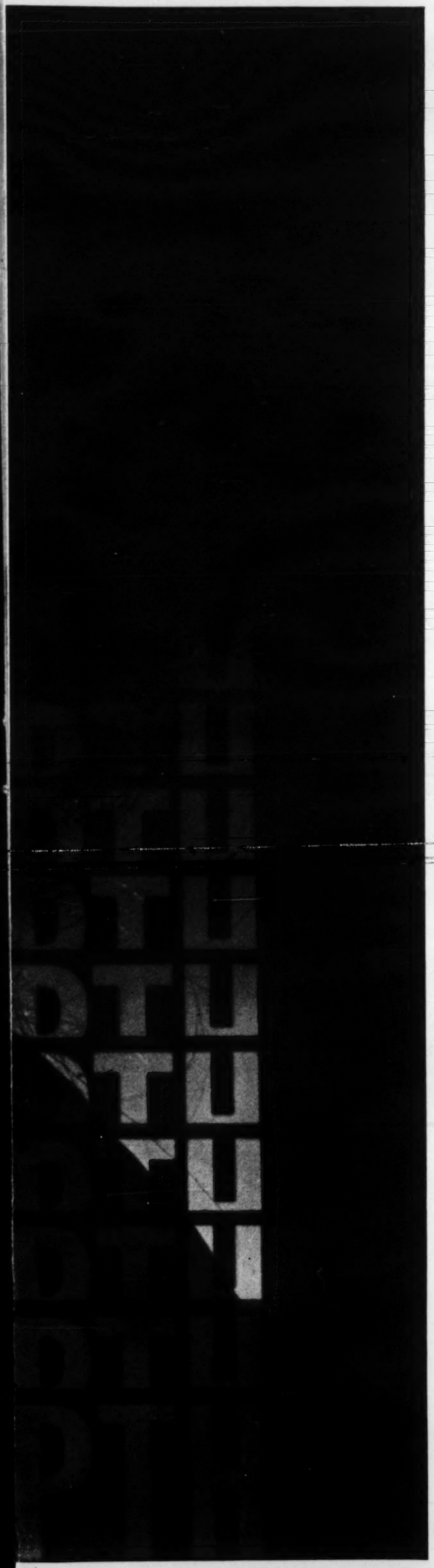
Los Angeles Evening

MIRROR NEWS

Norman Chandler, President, The Times-Mirror Company

Represented by O'Mara & Ormsbee, New York, Chicago, Detroit and San Francisco

ASTU



Announcing a major new research report

"TV GUIDE: A STUDY IN DEPTH"

The magazine's meaning, function, and its reader reactions

Conducted by SOCIAL RESEARCH, INC., under direction of Dr. Burleigh B. Gardner

That TV GUIDE means a great deal to a great many people is obvious. In seven years it has become the best-selling weekly magazine in America. Every issue is bought by more people than have ever bought any other weekly magazine.

But just what kind of people read TV GUIDE? How do they read it and what do they get out of it? What significance, beyond its massive numbers, does the TV GUIDE audience have for advertisers?

A new study by Dr. Burleigh B. Gardner and his staff at Social Research, Inc.—one of the most comprehensive motivational surveys ever made of a magazine's readers—explores the habits and attitudes of the TV GUIDE audience in great detail. For example:

- Most TV GUIDE readers (73%) are "selective viewers" who use the magazine to insure that their TV hours are rewarding and worth while. They see themselves as applying intelligence and organization to the business of TV watching.
- Virtually all readers look at TV GUIDE as an entity. They read and use its National Feature Section with as much attention, interest and purpose as they do its concise program synopses and listings.
- Readers regard TV GUIDE as authentic and authoritative—a force for good television and the primary source of information that makes them intelligent, rational consumers of television.
- Every indication is that TV GUIDE readers are as careful and selective about their buying as they are about their TV viewing. They approach the magazine in a mood of relaxation—looking for authoritative guidance to shared family pleasure.

As this glimpse suggests, the survey's findings have considerable significance for advertisers . . . especially when viewed against the already well-documented statistical background of the numbers, age and living standards of the TV GUIDE audience.

A comprehensive report of this study has been published. Your TV GUIDE representative is ready to present and discuss the findings with you. To see him, or to obtain a copy of the report, contact your local TV GUIDE office or write TV GUIDE, National Advertising Department, Radnor, Pa.

Best-selling weekly magazine in America
circulation guarantee 7,250,000

TV GUIDE

We'll Crack this for You!

MILWAUKEE MARKET

John Frederick
ADVERTISING Inc.
11219 W. BLUE MOUND ROAD
MILWAUKEE 13, WISCONSIN
SPRING 4-0620

'Newsweek,' 'Liberty' Boost Rates, Rate Bases

Newsweek, New York, has raised its rate base from 1,350,000 to 1,400,000, effective Jan. 2, 1961. Cost for a b&w page will go from $7,305 to $7,815.

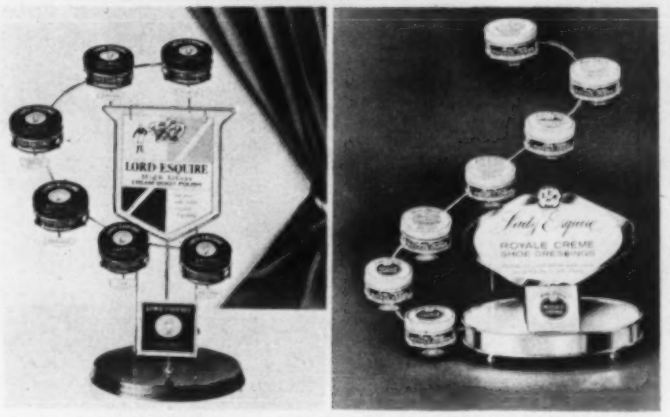
Liberty, Canadian monthly, has increased its average net paid circulation guarantee from 575,000 to 600,000, effective with its January, 1961, issue. At the same time, the magazine will increase its b&w page rate from $3,020 to $3,155.

Townsend Joins Lemmon

Henry Townsend, with Smith, Kline & French Laboratories since 1957, has joined Lemmon Pharmacal Co., New York, as director of clinical information. He will be responsible for Lemmon's direct mail and medical journal advertising.

Lowenstein Elects Two

M. Lowenstein & Sons, New York, has elected Joseph Rulli and Stanley Weil as assistant vps. Mr. Rulli is director of research and product development. Mr. Weil is merchandising head of Pickwick Draperies Inc.



HIGH FASHION—*Esquire shoe polish, a Revlon subsidiary, has decided upon a cosmetics approach to the new packaging for Lord Esquire and Lady Esquire premium shoe polishes, as illustrated above.*

Spooner Resigns from 'Cue'

John Spooner has resigned as vp and advertising sales manager of *Cue*, New York. The magazine said that a successor will not be named immediately and that Mr. Spooner will continue with *Cue* as a consultant.

Private eye solves The Boston Globe Caper

PETER GUMMSHOE, MY WIFE IS RECEIVING A YOUNG LOTHARIO AT OUR HOME EVERY FRIDAY AFTERNOON, FIND OUT WHO HE IS.
RIGHT.
NEXT FRIDAY AFTERNOON
AHA! THERE'S THAT YOUNG LOTHARIO NOW, ENTERING MY CLIENT'S HOME. I'LL NAB HIM WHEN HE COMES OUT.
CAUGHT AT LAST, LOTHARIO, ACCEPTING FAVORS FROM MY CLIENT'S WIFE.
I'M NOT LOTHARIO... MY NAME IS IRVING, AND I'M A BOSTON GLOBE PAPER BOY
FRIDAY'S PAYDAY ON MY ROUTE. WHAT A LONG DAY! WHY, THE GLOBE HAS MORE HOME READERS BY FAR THAN ANY OTHER NEW ENGLAND PAPER.
THE FOLLOWING DAY
IT WAS JUST THE BOSTON GLOBE PAPER BOY, SIR.
PAPER BOY, EH? LAST TIME IT WAS THE MILKMAN.
BUT, SIR, HE'S ONLY 12 YEARS OLD.
MAKES NO DIFFERENCE. A JEALOUS HUSBAND CAN'T TRUST ANYONE. I'LL CANCEL MY SUBSCRIPTION AND BRING THE GLOBE HOME MYSELF!

The Boston Globe really gets home in New England. Its home-readership figures are tops for any paper in the area. And that's not all. Because the morning and evening editions of The Globe are practically the same, nobody reads them both. This means almost no self-duplicated circulation. Other Globe bonuses: biggest Sunday circulation, more total linage, more classified than any other Boston paper. End result: more of everything — especially readers.

The Boston Globe gives you more of everything
...especially readers

A MILLION MARKET NEWSPAPER • NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO

Look who's in Metro Comics...

Betty Crocker!

General Mills, Inc. and Knox Reeves Advertising, Inc. combined to create and place an ad in METRO SUNDAY COMICS that turned out to be . . .

1. **The best "Read Most" *half-page* ad in 1959**
2. **The best "Read Most" ad of *any size* in 1959**
3. **The best ad in *dollar efficiency* in 1959**

THE OUTSTANDING METRO COMICS AD OF 1959!

HERE'S WHY:

FROM BETTY CROCKER'S MAIL

The Puzzle of the Pajama Party

MARY J. wrote:
"I'm having a pajama party at my house Friday night. What can I serve the gang when it's time to eat?"

BETTY CROCKER IN HER GOLDEN VALLEY KITCHENS SOLVED MARY'S PROBLEM WITH A LETTER OF HER OWN...

MARY, IF THERE'S ONE DISH ALL TEEN-AGERS LOVE, IT'S PIZZA! AND WITH OUR NEW REFRIGERATED KIND, YOU'RE A PIZZA EXPERT ...EASILY!

IT'S RIGHT IN YOUR GROCER'S DAIRY CASE. THE DOUGH COMES IN AN EASY-TO-HANDLE ROLL WITH A CAN OF CHUNK-STYLE TOMATO SAUCE SPICED WITH ITALIAN HERBS!

JUST PAT OUT THE DOUGH, POUR ON THE SAUCE... AND ADD YOUR FAVORITE CHEESE OR MEAT!

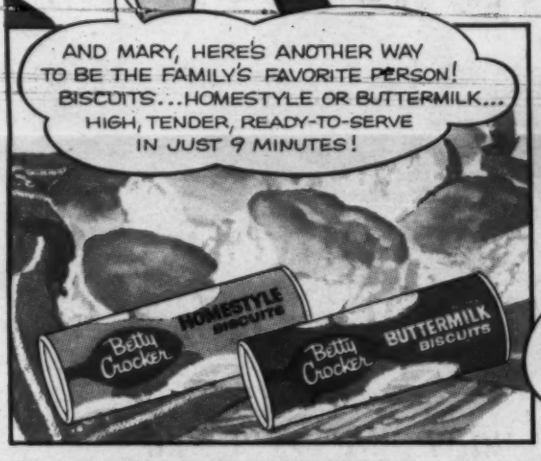
AND SEE? PIZZA AS GOOD AS THE KIND YOU'D ORDER OUT!

READY-TO-BAKE

Betty Crocker **Pizza**

REFRIGERATED
READY-TO-BAKE DOUGH PLUS SAUCE!

AND MARY, HERE'S ANOTHER WAY TO BE THE FAMILY'S FAVORITE PERSON! BISCUITS...HOMESTYLE OR BUTTERMILK... HIGH, TENDER, READY-TO-SERVE


AND MARY, HERE'S ANOTHER WAY TO BE THE FAMILY'S FAVORITE PERSON! BISCUITS...HOMESTYLE OR BUTTERMILK... HIGH, TENDER, READY-TO-SERVE IN JUST 9 MINUTES!
Betty Crocker
HOMESTYLE BISCUITS
Betty Crocker
BUTTERMILK BISCUITS

Betty Crocker
Quick Bread Sticks
WHEN FRIENDS DROP BY: QUICK BREAD STICKS! READY-TO-BAKE ROLLS YOU MAKE LONG AND SLIM OR SOFT AND BUTTERY. PERFECT WITH SPAGHETTI, OR A CRISP SALAD.

THE NIGHT OF HER PARTY, MARY TOOK BETTY CROCKER'S ADVICE
BETTY CROCKER WROTE ME A PERSONAL LETTER TELLING ME HOW TO DO IT!
WOW, MARY! YOU AND YOUR PIZZA SURE MADE A HIT WITH EVERYONE!
THANK YOU, BETTY CROCKER

Betty Crocker Refrigerated Products

IN YOUR GROCER'S DAIRY CASE General Mills

"Now let's see what Betty Crocker's doing today"

General Mills and Knox Reeves Advertising, Inc. have put Betty Crocker, America's First Lady of Food, where she can give the service she's famous for to a large and important group of potential USERS, in a highly believable, easily understood way.

Because:

- METRO SUNDAY COMICS have a large woman's audience as well as a large male, teen-age and kid audience.
- 8 out of 10 people who read the Sunday newspaper read the comics section—largest audience for any form of the printed word.
- Small folios, one ad to a page, assure maximum exposure to the sales message.
- METRO SUNDAY COMICS penetrate a given market with upwards of 50% family coverage.
- There is considerable emotional participation and involvement in Sunday comics.
- People read the ads the same way they read the comics themselves.
- On a cost basis, METRO SUNDAY COMICS is one of the most efficient print media.

The first ad in the series (like the one on the other side of this page) appeared on October 11, 1959.

Readership was fantastic. It was the outstanding Metro Comics ad in 1959.

Metro went further: Starch was commissioned to do a Reader Impression Survey among the women who saw the ad. Results bore out what everyone had hoped for in the first place:

- More than 90% of the women interviewed revealed positive, accepting attitudes toward the advertisement.
- The strip presentation appeared to make the idea of using the product very immediate.
- More than half of the housewives volunteered the information that they had purchased, or intended to purchase, the product.

The quotes, too, were revealing:

"I like new and interesting foods. Betty Crocker is trying hard to please her public . . ."

"It was just like a personal demonstration . . ."

METRO SUNDAY COMICS are a regular and important part of the Betty Crocker Refrigerated Products advertising program. Why not add Metro to your media plan?

METRO SUNDAY COMICS NETWORK

New York • Chicago • Detroit • Los Angeles • San Francisco

'Extra' Census Finds Gains More than Anticipated

Number of Households Hits 52,600,000, Says New Sample by Bureau

WASHINGTON, July 12—The Census Bureau has released estimates which indicate that the increase in the number of U. S. households is matching the most optimistic forecasts, but officials cautioned that marketers will still have a substantial wait before they can get the wealth of new housing information collected in the 1960 census.

On the basis of a sample study completed last March, on the eve of the door-to-door census, the bureau reported that the U. S. now has 52,600,000 households. It also provided figures showing urban, rural-non-farm distribution on a nationwide basis, and increases in the number of married couples.

Information released last week is only on a national basis, and is based on a survey which is completely independent of the housing sample. The door-to-door census, which will provide detail down to small geographic areas, is still in process of tabulation, and officials are not promising any results from this before fall.

■ The 52,600,000 households estimated in the new sample report represent an increase consistent with the most optimistic forecasts. Because the bureau has switched from a "dwelling unit" yardstick to a "housing unit" count, the figures are not fully comparable with earlier samples. But even after allowing for statistical differences, the new count indicated the U. S. is equaling or topping a 20-year projection, published only 18 months ago, which said the number of households in July, 1960, would range from a high estimate of 54,400,000 to a low of 51,300,000.

The same household definition was used for the 1960 sample and the 1960 census, and census officials confidently predict the national total produced in the small-scale sample study this March will stand up well against the door-to-door count.

■ If there proves to be a discrepancy between the number of households estimated in the sample, and the number counted in the census, officials are inclined to put their trust in the sample rather than in the census.

The door-to-door count skips a few households because the bureau lacks resources to recheck every last unit, officials admit. In the past, the census has tended to undercount by 2% to 5%.

On the other hand, the survey, using the bureau's regular monthly labor force sample, reaches 35,000 households in 330 primary sample areas on a carefully controlled basis. Census officials, who are admittedly sympathetic to sampling procedures, say the beauty of this approach is that they can compute their percentage of likely error mathematically, while there is no way of knowing the amount of error in a "complete" count.

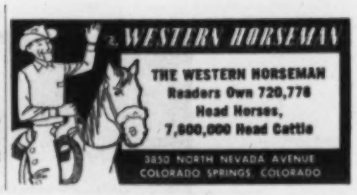
Despite the lack of statistical perfection, the door-to-door count is irreplaceable, so far as marketers are concerned. By fall it is expected to supply a preliminary count for the states, metropolitan areas, and cities down to 10,000 persons. Early next year there will be more detail, including information about ownership of electric appliances and other equipment, right down to the local level.

The sample survey which was just published gives only national figures. Of the 33,400,000 households, 64% are urban, 28% are rural-non-farm and only 8% are farm.

The survey showed 40,200,000 married couples, compared with 39,700,000 at the time of a similar study in 1959 and 36,400,000 in 1950. Only 2.4% were living with relatives, compared with 5.6% a decade ago. #

Berking Adds Fitsall

Fitsall Distributors, Hempstead, N.Y., has named Max Berking Inc., New York, as agency for its Fitsall screw anchors.

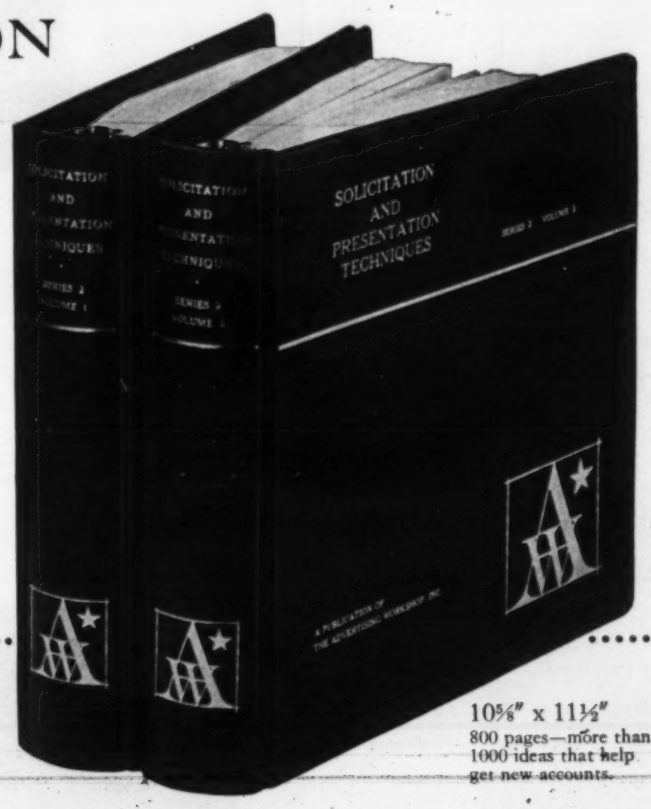


announcing

"SOLICITATION AND PRESENTATION TECHNIQUES"

—series 2

with all new material



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800 pages—more than 1000 ideas that help get new accounts.

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SERIES ONE of "SOLICITATION AND PRESENTATION TECHNIQUES" met with such an enthusiastic reception from advertising agency executives throughout the United States, and in 29 foreign countries, that FOUR printings were required to meet the demand.

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The successful models, which SERIES Two brings you, will save your agency thousands of dollars in creative time and production costs, in preparing your own presentations.

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You can save $10, however, by remitting $190 with coupon—same FIVE-DAY EXAMINATION privilege, and full refund if you do not keep the book.

THE ADVERTISING WORKSHOP, INC.
A Subsidiary of Better Books, Incorporated

Prepared by This Able Editorial Board

THOMAS ERWIN, *Senior Editor*. Has headed the Creative Departments and Plan Boards of Erwin Wasey & Company, Batten, Barton, Durstine & Osborn (Chicago), Lennen & Mitchell—now Lennen & Newell, Inc. (New York). For these, and other agencies served as a Consultant, he has planned and produced successful new business presentations for a long list of important accounts, including some of the largest in America.

KENNETH GROESBECK, Advertising Consultant, Vice President of McCann-Erickson, 7 years; Vice President of Ruthrauff & Ryan, 14 years. For 8 years, Editor of Advertising Agency Magazine's most popular Department "*Agencies Ask Us*", now appearing weekly in Advertising Age. Former chairman of N. Y. Council of the 4 A's. Winner of the *Outstanding Achievement Award for 1957*, presented by the League of Advertising Agencies.

JAMES D. WOOLF, Advertising Consultant, and widely read Advertising Age writer, Vice President and Creative Director of the J. Walter Thompson Co., Chicago, for more than 30 years, has planned and written $300,000,000 worth of advertising. Author of: "Writing Advertising"; "Advertising to the Mass Market"; "Getting a Job in Advertising"; "Sales-sense in Advertising"; "How to Use Your Imagination to Make Money".

FREE—FIVE-DAY EXAMINATION—MAIL COUPON TODAY!

The Advertising Workshop, Inc. AA7-18-60
117 W. Harrison Street
Chicago 5, Illinois

I accept your FREE FIVE-DAY EXAMINATION OFFER.

☐ I will remit $200 within 30 days—or return the book after five days. (Note: Book is shipped on approval only to recognized U. S. and Canadian agencies. Others remit $190 with order.)

☐ I enclose check for $190 in full payment—which will be refunded, if, after five days' examination, I return the book in good condition.

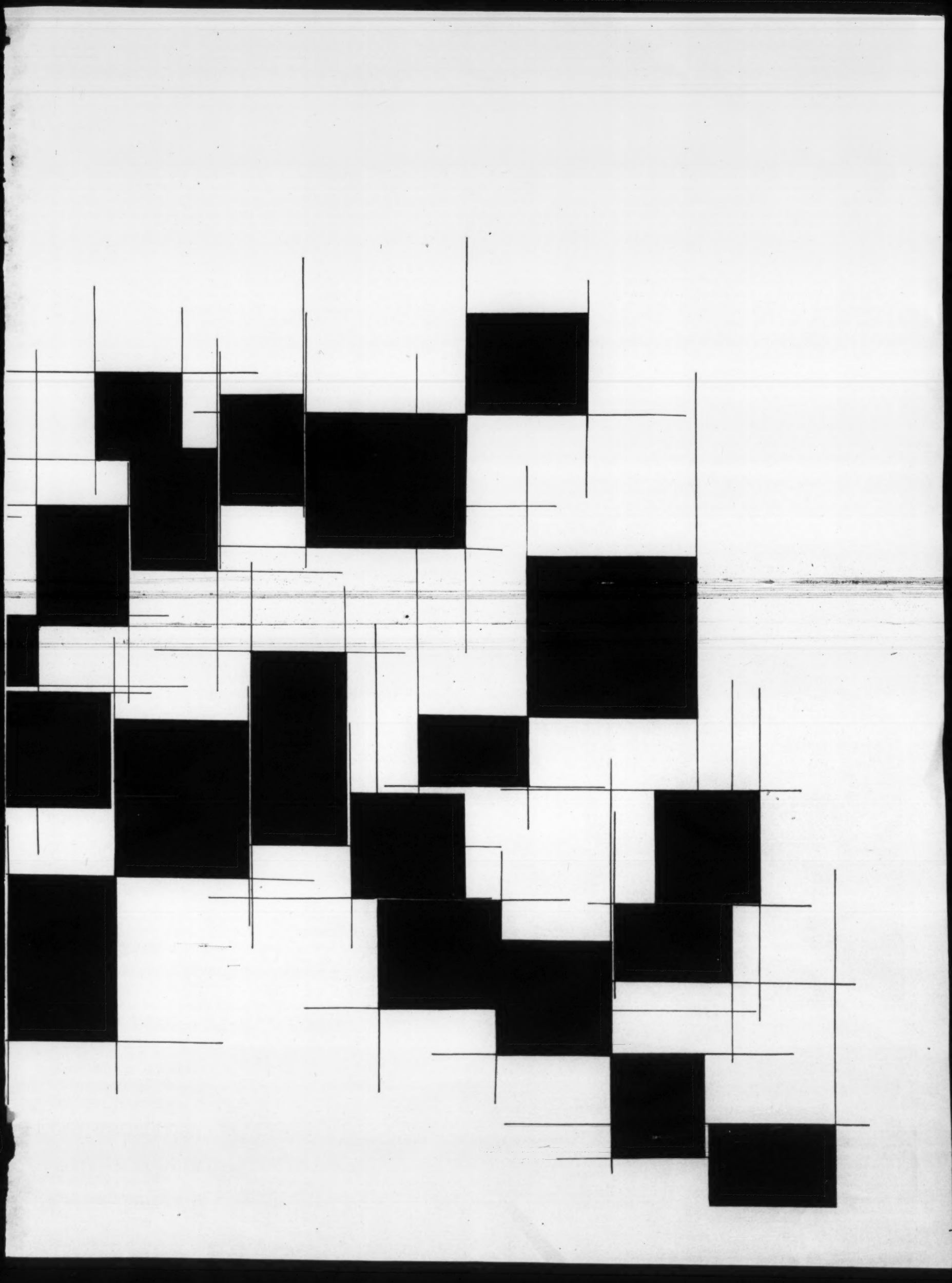
*SIGNED*_____ *Title or Position*_____

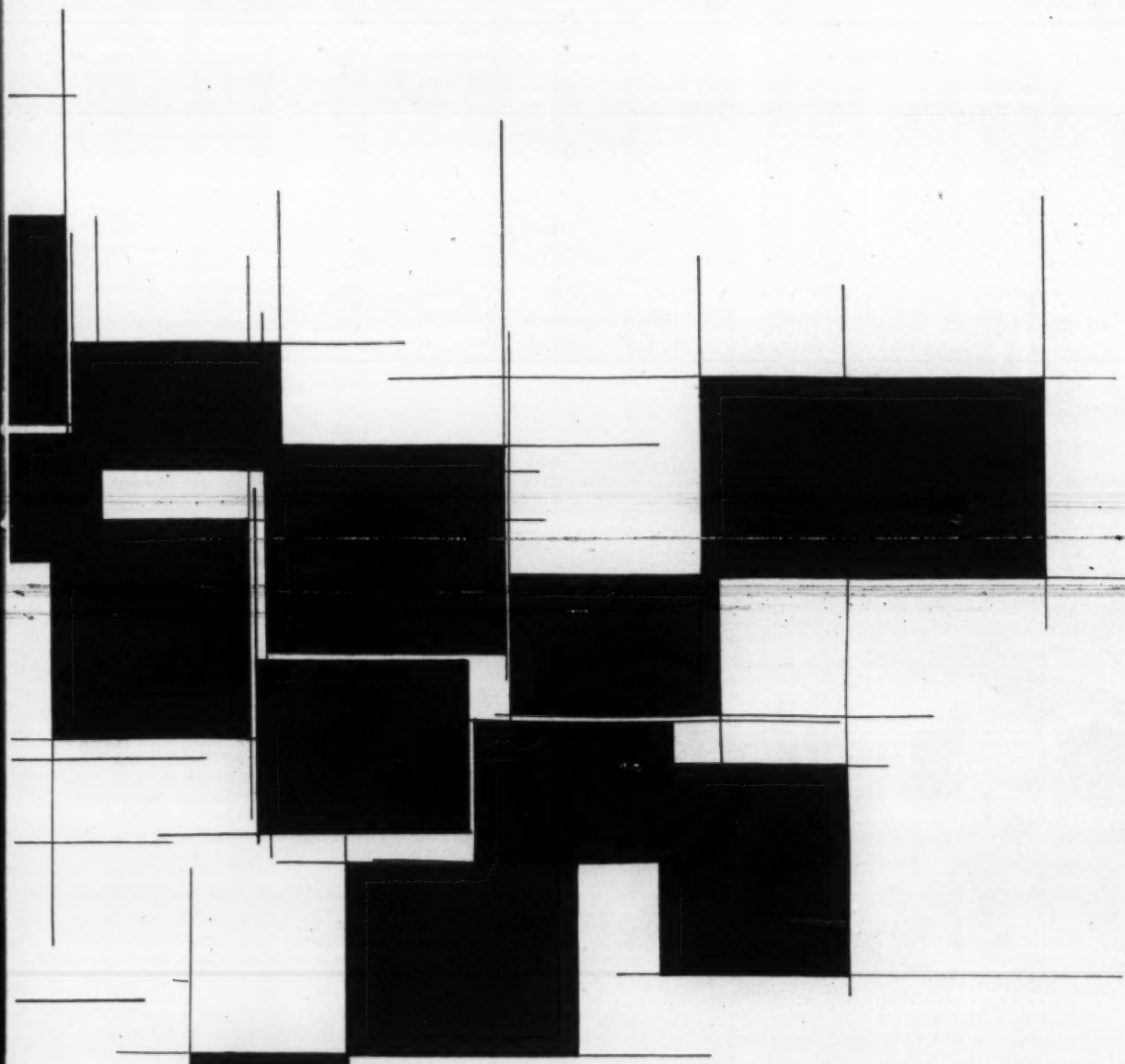
*Please Print or Type Name Here*_____

*FIRM*_____

*ADDRESS*_____

*CITY*_____ *STATE*_____





There are over 3,000 counties in the United States. Yet the top 200 counties account for more than three-quarters of all value added by manufacture. Since the companies in these 200 counties do the bulk of the manufacturing, they buy industrial goods in about the same proportion. And, of course, these are the counties where most sales efforts are concentrated. In these same 200 leading industrial counties, FORTUNE *concentrates over 75 per cent of its circulation. This kind of circulation, particularly among those management men whom salesmen seldom see, is one of the reasons why advertising in* **FORTUNE** *gets results.*

THE CHRONICLE MEANS THE WEST

In the past year The Chronicle gained
MORE THAN TWICE AS MUCH
daily circulation as The Examiner

Source: A. B. C. Publisher's Statements, 3 months ending March 31, 1959, 1960

Koponen Returns to JWT, N. Y.

Dr. Arthur Koponen has returned from a year's duty with J. Walter Thompson Co., London. Dr. Koponen, formerly a member of the research department, has now been assigned to the review board in JWT's New York office.

Enloe Promotes Dr. Vardon

Dr. Bruce Vardon, formerly senior copywriter, has been named copy chief of Cortez F. Enloe Inc., New York. The post has been unfilled since the departure of Edward T. Campiglia.

BPA Adds 'Food & Drug'

Food & Drug Packaging, New York, has been approved for membership in Business Publications Audit of Circulation Inc.

Maul Opens N. Y. Sales Office

Maul and Co., West Germany's largest commercial printing house, has opened a U.S. sales office at 160 Fifth Ave., New York.

Cooking Rodeo Inc. Seeks Agency for $500,000 Account

NEW YORK, July 12—Cooking Rodeo Inc. expects to choose an agency shortly to handle Cookerama, a food trade show and cooking competition. Three agencies are under consideration for the $500,000 account.

Cookerama will tour nine cities from April through June next year. In each city, the show will feature 150 booths by manufacturers in the food, appliance, packaging and related fields, plus a contest to choose America's cooking champion. So far 68 booths have been signed for.

Regional cooking contests will be held in Atlanta, Dallas, San Francisco, Seattle, Denver, Minneapolis, Boston and New York. The finals will be held in Chicago in June. The show will include $250,000 in door prizes, $150,000 in contestant prizes, and $25,000 in prizes for a consumer "pick the winner" contest.

■ A "Cookerama Cookbook" will also be published including all chosen competing recipes and recipes submitted by exhibitors. Emphasis will be placed on "modern cooking" to combat resistance to convenience foods. The thesis of the show will be that the "modern housewife is a better cook than her grandmother was" because of the introduction of frozen and canned foods and modern electrical appliances. #

OAI Names Three

Outdoor Advertising Inc., New York, has named Ernest T. Rogers, regional manager of the St. Louis Sales office, a vp. William B. Zifchak, formerly an account exec in OAI's New York office, has been named director of paint sales for the company's 10 regional offices. Robert F. Hamilton, formerly with Batten, Barton, Durstine, & Osborn, has joined OAI in New York as an account executive.

Heaton Joins Spot Time

William Heaton, onetime Chicago manager and assistant New York sales manager of Daren F. McGavren Co., has been named president of Spot Time Sales, New York. Located at 38 E. 57th St., this new radio station representative company will specialize in handling medium and smaller market stations.

American Felt Names DelPorte

Karl H. DelPorte has been appointed manager of product planning and market research of American Felt Co., Glenville, Conn. Prior to joining the company, Mr. DelPorte organized a market research department at Johns-Manville and served as product staff manager.

"Yeah, that's the new pitcher they signed out of that ad course at State. Why d'ya ask?"

YOU'VE REALLY GOT CONTROL of the situation in Solid Cincinnati when your campaign is in the Cincinnati Enquirer. For the Daily Enquirer reaches the solid market-that-matters in this great metropolitan area. The buyingest, tryingest families here look to The Enquirer for more news, features, advertising. Result: You're in SOLID in Cincinnati when you're in the Cincinnati Enquirer. How about calling the Enquirer's Research Department for a look at the latest Top Ten Brands survey.

Represented by Moloney, Regan & Schmitt, Inc.

BACON KNOWS
MAGAZINES!

We specialize in magazine clipping. Our list covers 3500 business, farm and consumer magazines—a complete blanketing of the American magazine field as listed in Bacon's Publicity Checker. You can check your own publicity, competition's publicity, competitive advertising or subject research. Here is the complete service for magazines. Best coverage, fastest service, highest accuracy.

★ BUSINESS ★ FARM
★ CONSUMER

Send for Booklet No. 59
"Clippings Benefit Business"
BACON'S CLIPPING BUREAU
14 E. Jackson Blvd., Chicago 4, Illinois
WAbash 2-8419

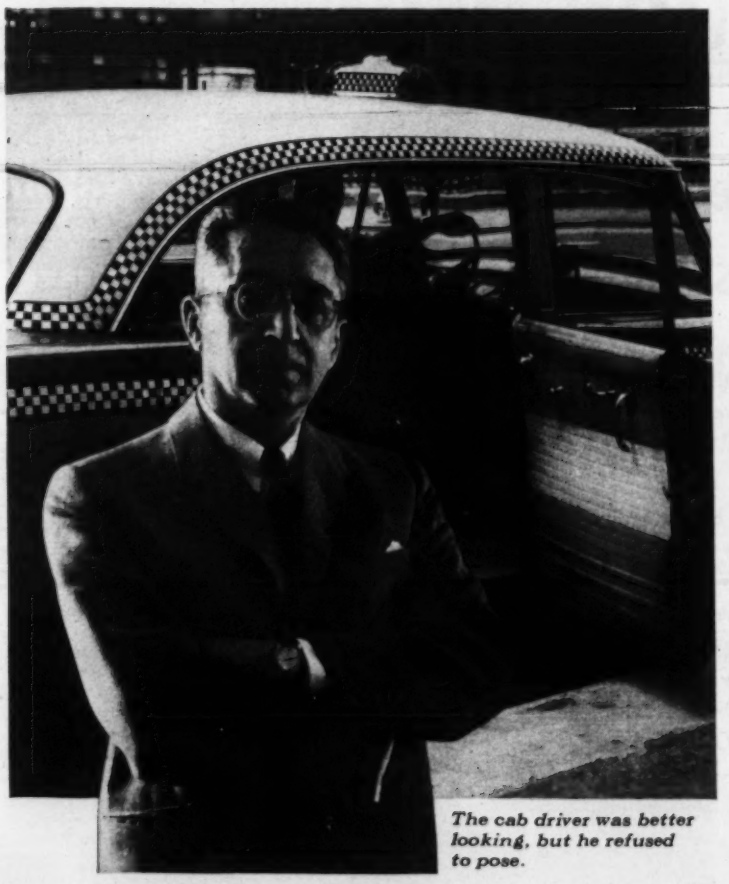
"I had a good mind to hide the Cab"

Some observations which—if you will read down through the 12 point type—have a slight bearing on the Advertising business.

It's my brother-in-law's story, really. He left his office building one bright, sunny day and stepped into a cab at the curb. The driver muttered: "You're my first fare in over an hour. On a sunny day like this, they all walk. But come a little rain and there ain't enough cabs on the street for them."

"Next time it rains," he said, "I got a good mind to *hide the cab!*"

When we lost some business a while back (as you good reader of Advertising Age don't need to be told) we were sure that the next fare for our cab would turn up soon.



The cab driver was better looking, but he refused to pose.

Sure enough, Reuben H. Donnelley climbed in one morning, with their Yellow Pages account for this area. Sunny day, too. In our gratitude, mixed with some extra-special professional pride, we came up with a campaign that broke with precedent, but which they bought with cheers. Just ask them *now* what they think of it. Ask about the double-spread billboards we created, too.

Then Union Tank Car moved in, although we *told* them we weren't an industrial agency. We prepared the corporate program first, and months later were given six of their divisions, which *do* require industrial copy. We quickly bought some Union Tank stock.

Passenger Number Three was none other than Swift & Company. A proud name for any agency. Complications might have ensued, because one of our favorite long-time accounts is The Rath Packing Company, but the Swift item was non-competitive so the Rath folks gave us their blessing.

Jewel Tea Company came next. Great day! As we contribute advertising know-how to this aggressive chain, we get a wonderful bonus in the merchandising information which rubs off on us.

Of course some prospective passengers decided to walk. We think that when it rains, they'll be coming over to look for us. Meanwhile, business is good. And we're glad we decided NOT to hide our cab!

EARLE LUDGIN

Happy P.S. Field Enterprises have given us the accounts of both their great newspapers, The Chicago Daily News and The Chicago Sun-Times, just in time to end this ad on a very high note indeed.

EARLE LUDGIN & COMPANY

CHICAGO • *ADVERTISING*

PROUDLY SERVING THESE CLIENTS: CONTINENTAL ILLINOIS NATIONAL BANK AND TRUST COMPANY OF CHICAGO • THE REUBEN H. DONNELLEY CORPORATION • EASY LAUNDRY APPLIANCES DIVISION—THE MURRAY CORPORATION OF AMERICA • EUREKA WILLIAMS CORPORATION • W. F. McLAUGHLIN & COMPANY • INTERNATIONAL FURNITURE DIVISION • KARPEN FURNITURE DIVISION —SCHNADIG CORPORATION • JEWEL TEA COMPANY, INC. • THE RATH PACKING COMPANY • SELFIX PRODUCTS COMPANY • SWIFT & COMPANY • UNION TANK CAR COMPANY

Information for Advertisers

"Sources of Consumer Magazine Information," a 24-page resume of general sources of information about consumer magazines, has been published by the **Magazine Advertising Bureau,** 444 Madison Ave., New York 22. The booklet summarizes sources of information available on such subjects as circulation, advertising volume, mechanical specifications, rates, costs, readership characteristics, marketing information and advertising ratings.

• The "1960 Preliminary Census Figures" for the 254 counties and principal cities of Texas has been published and is available from Bill Martin, national advertising manager, **Abilene Reporter-News,** P. O. Box 30, Abilene, Tex.

• "Chain Food Stores," a 24-page booklet which lists for each of 43 principal food chains, warehouses, alphabetically by state, with the number of stores served by each, has been published by the **Richmond Times-Dispatch** and **News Leader.** Copies of the booklet may be obtained from the *Times-Dispatch* and *News Leader,* Richmond, Va.

• A market survey, including buying habits, brand and company preferences, hobbies and recreations of 11-15 year-olds has been published by **Young Catholic Messenger.** Additional information on the "Youth Market Survey" may be obtained from *Young Catholic Messenger,* 38 W. Fifth St., Dayton 2, O.

• Population, effective buying income and retail sales are included in a market data study on Santa Rosa, Cal., published by the **Press Democrat,** Santa Rosa, Cal.

• "1960 Footwear News Fact Book," containing latest available statistics on the footwear industry in the U. S., has been published by **Fairchild Publications.** Included in the book is an analysis of manufacturers' production and sales figures, retail sales volume in various types of outlets, as well as retail stores operation ratios and price trends. It is available to members of the footwear industry without cost from Fairchild Publications, 7 E. 12th St., New York 3.

'Pediatric Herald' Launched by Three Advertisers

Another new medical publication, *Pediatric Herald,* has been launched. A 12-page newspaper scheduled to appear monthly, *Pediatric Herald* is being sponsored by three advertisers—Gerber Products, Wyeth Laboratories division of American Home Products and Pfizer Laboratories division of Chas. Pfizer & Co. Each will have three ads in every issue. In the first issue, Wyeth and Gerber advertise directly competitive products—infant formulas.

Pediatric Herald is being mailed free to 70,000 general practitioners and 10,000 pediatricians. It is being produced by Editorial Projects Inc., New York.

Flamingo Films Names Grabhorn, Gold, Kaufman

Murray Grabhorn, formerly director of station relations for Radio Press International, has been named to head the new radio department at Flamingo Telefilm Sales, New York, tv film distributor. The new department will distribute to stations musical announcements, including a catalog of station promos, introductions to time signals and weather reports, and custom-made musical themes. Marilyn Gold has been named director of advertising and publicity for Flamingo Telefilm Sales, replacing Billy James, who resigned. Miss Gold also will continue as director of promotion.

Walter J. Kaufman, formerly manager of business affairs of Punch Films, had joined Flamingo as assistant to the president, Ira Gottlieb.

K&E Boosts Stoddart

Harry Stoddart, formerly copy supervisor with Kenyon & Eckhardt, New York, has been appointed a tv-radio group head. He will be responsible for tv and radio commercial production for Ford Motor Co.'s institutional advertising and the Lincoln-Mercury division.

WHO radio continues to dominate Iowa radio audience!

"Voice of the Middle West" serves America's 14th largest radio market

SURVEYS have measured the Iowa radio audience for 23 consecutive years. A new 93-County Area* Pulse Survey proves — as have all the others — that 50,000-Watt WHO Radio is again Iowa's most listened-to station.

Iowa radio families have again given WHO Radio a "clean sweep" with first place in *every week-day quarter hour surveyed.* Competition came from more than 85 other stations serving this area. In fact, 50,000-Watt WHO Radio's audience outstrips that of the next two stations *combined* during the three major week-day broadcast segments (6 a.m.-Noon, Noon-6 p.m., 6 p.m.-10:30 p.m.).

But these ratings tell only part of the story. They represent only 72% (625,000 of 865,350) of the radio families residing within WHO Radio's NCS No. 2 coverage area — America's 14th largest radio market. And in *all* this area, WHO Radio is an important voice!

WHO Radio reaches more people, more often and at *less cost* than any other station or combination of stations in Iowa. And, for a qualifying food or drug advertiser, WHO Radio offers Feature Merchandising services — operated and controlled by trained WHO Radio personnel. See your PGW Colonel about reaching *all* of Iowa *plus* lots more with WHO Radio!

*"Iowa PLUS" consists of the 137 counties in Iowa, Missouri, Illinois and Nebraska in which NCS No. 2 credits WHO Radio with 10% penetration.

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC-TV, Davenport

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc., *Representatives*

In Houston . . .

The Chronicle Is The DOMINANT Leader In Advertising Linage

There's good reason for The Chronicle's 47 CONSECUTIVE years of advertising leadership — the reason . . . RESULTS!

Compare the first six-months' figures for 1960:

General Advertising

(Including Automotive and Financial)

	Lines
Chronicle 3,253,797	
Post	2,848,423
Press	921,108

Retail Advertising

	Lines
Chronicle 11,502,568	
Post	9,576,462
Press	2,824,102

Classified Advertising

	Lines
Chronicle 6,278,434	
Post	3,738,095
Press	754,744

The Houston Chronicle gives your advertising *circulation* where it counts! Chronicle *circulation* is not just a word, it's a vigorous, active selling force for your advertising.

Source: Media Records

In Houston, The Chronicle

Reaches More People

Carries More Advertising

Sells More Merchandise

THE HOUSTON CHRONICLE

Read By More Houstonians Than Any Other Newspaper
The Chronicle is a MUST Buy!
The Branham Company—National Representatives

KLZ of Denver... Salutes...
A Radio-Active Business Executive

MILO V. WILSON
Pres. Colorado Potato Flake and Manufacturing Co.

Mr. Milo V. Wilson, President of the Colorado Potato Flake and Mfg. Company. From the days of horse and buggy distribution in 1914 to today's rapid transit, Mr. Wilson has guided his Red Seal Potato Chips into the number one sales position in Colorado, distribution in a five state area, and national distribution for another Red Seal product... canned Shoestring Potatoes.

To keep abreast of the rapidly expanding Colorado market, Red Seal has depended on the air salesmanship of KLZ personalities, today using Johnny Wilcox and his weather program. Let KLZ Radio pre-sell for you in the rich Denver-Rocky Mountain area.

KLZ radio 560 KC

CBS for The Rocky Mountain Area ★ Call KATZ or Lee Fondren, Denver

McAdams Names Two VPs

Dr. Abraham Jacobson, medical director, and William F. B. O'Donnell, account supervisor on Warner-Chilcott and United Fruit, have been appointed vps of William Douglas McAdams Inc., New York.

Adams-Russell to Myrbeck

S. Gunnar Myrbeck & Co., Quincy, Mass., has been appointed agency for Adams-Russell Co., Cambridge, Mass., manufacturer of antennas, rf systems, and components for ground, air and space.

Four A's Issues Roster

A 1960 "Roster & Organization" has been issued by American Assn. of Advertising Agencies, New York. The roster lists 345 member agencies and was compiled as of May 31.

'SI' Shifts Thiesfeldt

Sports Illustrated has transferred Arnold Thiesfeldt from New York to its Boston sales office.

Car Dealers Must Move 1,000,000 Cars in Two Months

DETROIT, July 12—What appears likely to be the largest buyers' market in both new and used cars in recent years is moving into high gear here and elsewhere across the nation starting last week.

The new car inventory on the eve of the first factory shutdowns to make way for the 1961 model run stands at a record high of between 1,000,000 and 1,100,000 cars.

This is a lot of cars to try to move between now and Sept. 15 when the first of the 1961 cars are expected to hit the market. Production will dwindle, but the schedules still call for 662,000 more 1960 cars to be added to the July 1 total of cars on hand. This is more than in the same period last year, but less than in the second quarter of this year.

■ Up to the close of business June 30, the sales total for the U.S. for the year stood slightly above 3,300,000, according to factory sources. State registration figures are usually six weeks to two months behind. This shows a brisk market has been maintained for the first half of the year, only 6% off the all-time peak set in 1955. But there is not enough momentum to absorb the present supply of cars on hand without factory bonus concessions and dealer discounts.

Used car lots here are packed with presentable cars and this is said to be more or less typical for eastern U.S.

The appeal of compact cars has drawn away many customers who formerly were finding their cars among the better used cars, dealers say. So far hardly any compacts have reached the lots. Dealers fear that when they start appearing in numbers in about six months, the market will start to whirl on the used car lots.

■ *Automotive News* is not as optimistic about the total number of sales to be expected for the calendar year. It says sales next Jan. 1 will end up around 6,500,000, and perhaps below that if the import car market continues to slip, going below 500,000.

Edward N. Cole, general manager of Chevrolet, last spring made a top estimate of around 7,000,000, and has not seen fit as yet to revise this most optimistic forecast. His Chevrolets are rolling strongly enough to bear him out. #

Publication Corp. Adds Division

Publication Corp., New York, has established a new division, creative marketing and merchandising development. Roy A. Ald, formerly president of Coupon Magazine Inc., has been named executive director.

Franke to American Aviation

R. Lenn Franke, formerly with *Drive-In Management*, has joined American Aviation Publications as regional advertising manager for *Missiles & Rockets* and *Armed Forces Management*. He will be based in Chicago.

S. R. Leon Co. Adds One

Levin & Hecht has appointed S. R. Leon Co., New York, to handle introduction of Fleetline shirts which will be introduced this fall in *Life* with the theme, "Look like a millionaire, feel like a million... for just $2.50."

Media Records Boosts Mittler

Ralph Mittler, formerly New York manager of Media Records, has been named assistant to the president of the organization, a new post. He is succeeded by Al Stansfield, formerly assistant manager.

Get Double-Barreled Coverage with the Omaha World-Herald

Get the bustling, booming Omaha Metro Area **plus** the entire state of Nebraska and 10 key counties in Western Iowa. The World-Herald covers it all like steerhide covers a steer.

THE OMAHA METROPOLITAN AREA

Population: **456,478**
(a **26%** increase since **1950**)

World-Herald Circulation:

Daily World-Herald Metro Coverage—**89%**

Yet this is only **47.2%** of the **total** World-Herald circulation.

Retail sales:
$567,700,000

THE WORLD-HERALD MARKET

Population: **1,630,884**
(a **5.2%** increase since **1950**)

World-Herald Circulation*:
250,113 Daily
261,701 Sunday

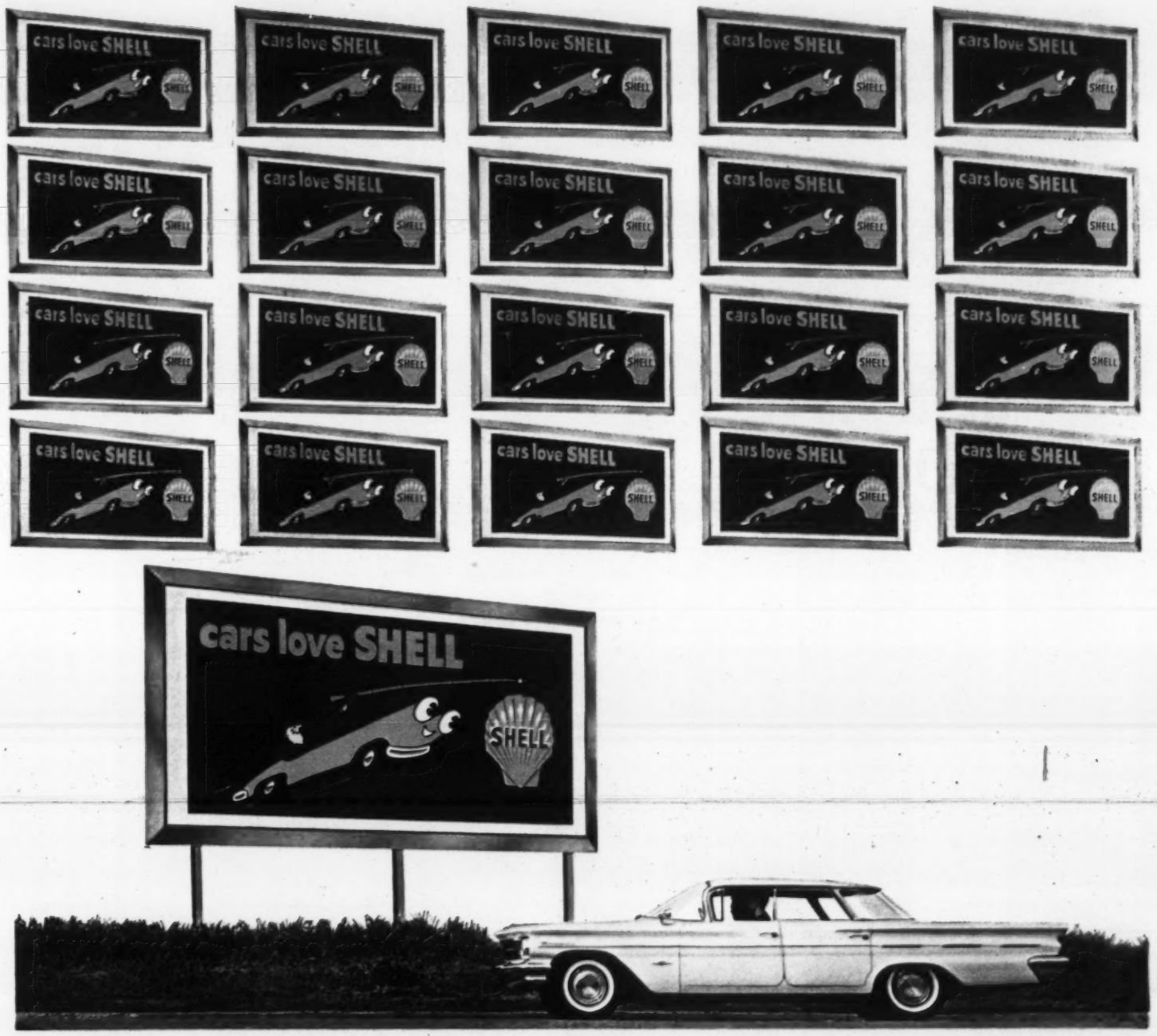
Indicated Retail Sales Potential:
$1,202,389,000

*Publisher's statement for six months ending March **31, 1960**

Omaha World-Herald

Discounts available: BULK—**5%** to **18%**; FREQUENCY—**10%** to **24%**

O'MARA & ORMSBEE, INC., National Representatives New York • Chicago • Detroit • Los Angeles • San Francisco



You reach prospects 21 times a month, with Outdoor—the *Persistent* Primary Medium!

Again and again and again and again your prospects see your message when you put it in Outdoor. On the average, 94% of all car-owning families in a market are exposed to your poster 21 times a month with a #100 Outdoor showing!

This tremendous *coverage*, combined with this tremendous *frequency* adds up to *persistence* unequaled in any other advertising medium.

Let Outdoor play a part in your selling program during the sixties by providing the kind of persistence that builds profits. Outdoor Advertising Incorporated—the national sales representative of the Outdoor Advertising medium—will be glad to help you plan your Outdoor Advertising program.

OAI **OUTDOOR** ADVERTISING INCORPORATED

With offices in: *Atlanta, Chicago, Dallas, Detroit, Los Angeles, New York, Philadelphia, St. Louis, San Francisco, Seattle.*

At Int'l Congress of Outdoor Advertising . . .

Eschew Ugliness, Bad Taste or Lose Public Favor, Sir Miles Thomas Warns

TORONTO, July 12—More than 1,000 persons here for the first International Congress of Outdoor Advertising were cautioned today by the keynote speaker of the sessions to help the industry avoid "ugliness, garishness, vulgarity or bad taste."

Sir Miles Thomas, chairman of Monsanto Chemicals, London, and a past president of the British Advertising Assn., acting as chairman of the congress, urged the outdoor business to "at least importune graciously, wittily, with tact, restraint and good taste."

Sir Miles, who called himself a "dedicated advertiser" and "one of the originators of three-dimensional posters," praised outdoor for helping to build thriving industries and raising standards of living. Then he added: "But all these good deeds can so easily be forgotten by a public that is outraged by ugliness, garishness, vulgarity or bad taste. All the contributions to the advancement of living standards that the outdoor advertiser has made can be expunged and vilified if posters appear, as unfortunately they used to do, in wrong places, at wrong times, in wrong shapes, wrong colors and saying wrong things."

■ Sir Miles, who apologized for "speaking plainly," said the public is becoming increasingly "well disposed to those who add to the beauty of our surroundings," and he raised the question whether outdoor advertisers "have done as much as they might in this particular field."

"Any fool," he said, "can bang a drum or catch the eye by a garishly blatant color scheme. The essential objective surely is to leave a pleasant, appetizing and desirous impression on the mental palates of the people who receive your message. The vulgar must be avoided; the obscene actively suppressed and, in this connection, it might be well for some sections of the film industry to look to the standards of pictorial display they employ to lure the public into their cinemas."

Sir Miles suggested that the purpose of the congress here is to take action, and "not be content to wait until the breeze of public opinion has become a gale which sweeps away our billboards and signs and with them our protests and powers to benefit from constructive criticism."

■ Today's afternoon session was devoted to the feasibility of (1) an international standard size for posters, (2) an international poster design and (3) an international pool of research and information on posters.

Donald S. McKinnell, managing director of Export Advertising Service, London, who spoke on conditions in Nigeria and Ghana, West Africa, told the meeting he "would welcome an international standard-size poster, if this is possible to achieve." He said it would be of great advantage to Nigeria and Ghana, which are completely open markets and which import merchandise from all over the world, to have a common-size poster.

■ Mr. McKinnell said the design problem is "tricky" but that there are cases "where internationally designed material can be used effectively." He added that there are virtually no local research facilities in the two African countries and pointed out the "extreme difficulty" of tracking the daily movement of people "who spend the major part of their lives in the open air" and the problem involved in charting their exposure to outdoor posters.

Claes Westman, managing director of Wennergren-William, Stockholm, who spoke of outdoor in the Scandinavian countries of Sweden, Norway and Finland, said he can see no advantage in a standard-size poster. "Every country has the sort of posting which it deserves, and which is accepted by the authorities as well as by consumers," he said.

Mr. Westman said a standard size would make outdoor more expensive. "Where is the advertiser going to print the enormous issue of one poster to be sure that it is done at the lowest cost in the world? And how much does the distribution to the various countries cost, and what extra charges must be added for printing sheets or slips with the name of the product and the text in all different languages?"

He also proposed that the congress appoint one person or one organization "willing and able to collect and publish a description and results of investigations made in outdoor all over the world."

■ Charles Bowack of Mills & Rickleys, Coventry, England, told the session there are 20 different poster sizes currently in use throughout the world. He suggested "an approach" to the problem of uniformity is to print small posters which, because of their smallness, can be used everywhere.

Mr. Bowack suggested there can never be a single international poster design, but he volunteered to collect "typical average and good posters" which he would subsequently lend for display to exhibitions anywhere in the world.

He announced that advertising men in Great Britain are planning a Central Poster Research Library, which will be located at the British Poster Advertising Assn.

■ Hector Hermia, president of Hermia Publicity, Brussels, and honorary president of the Belgian Assn. of Outdoor Advertising, proposed three resolutions: "(1) That we shall adopt, as fast as possible, standard formats in the sizes most practical for advertisers; (2) that we establish, in each of our countries, three-way organizations, such as the Traffic Audit Bureau, in the form in which it has been existing in France and Belgium, and that these bureaus conduct research into poster advertising; and (3) that our national and if necessary our international trade associations, intervene with our governments in order to prevent new encroachments against outdoor." #

ED. L. HICKS • W. GLENN HICKS

THE POST SIGN CO. INC.

OUTDOOR ADVERTISING

KNOXVILLE, TENNESSEE

One of the 10 best cities for over-all business selected by Rand-McNally

GOOD ADVICE TO AD AGENCIES:

• For getting new clients

• For holding old clients

Every successful advertising agency executive knows that clients like to do business with agencies that "talk their language"—that know what the business world, as well as the advertising world, is all about.

Sure, clients want imaginative campaigns which move merchandise and increase profits. They all do. But how many times have you heard businessmen refer to the "Madison Avenue fellows" who linger in ivory towers far from the arena of practical business?

That's one unwarranted misconception some agencies never have to worry about. In common with most agencies, they're staffed by real businessmen . . . but they do have an outstanding advantage: *Right in their offices is a Dow-Jones Instant News ticker.*

To clients, the Dow-Jones ticker instantly signifies *business.* Its industrious *clickity-click* says for all to hear: *This is an agency that is in touch with business every minute.* It gives clients confidence in the agency's business approach. And when the agency contact men transmit valuable information to the clients before it appears in newspapers, the clients' reaction is: an agency as alert as this one is can be depended on to keep ahead of competition.

And in dozens of ways, the Dow-Jones ticker helps the agency create more forceful campaigns —more impactful because they're geared to real happenings . . . more timely because they're geared to news that is still news!

The cost for this unique, dependable aid is realistically economical. You'll be surprised at how easy it is for your agency to afford the Dow-Jones Instant News Service—a service you really can't afford to be without!

DOW-JONES IS FIRST WITH NEWS YOU CAN'T ANTICIPATE
...and in addition, is first with all these basic reports every day:
Securities and commodities news
Labor developments
Government decisions
Corporate financing plans
Plant expansion and relocation news
New sources of supply
Sales leads
...and many other developments of prime importance.

DOW-JONES *Instant News* SERVICE

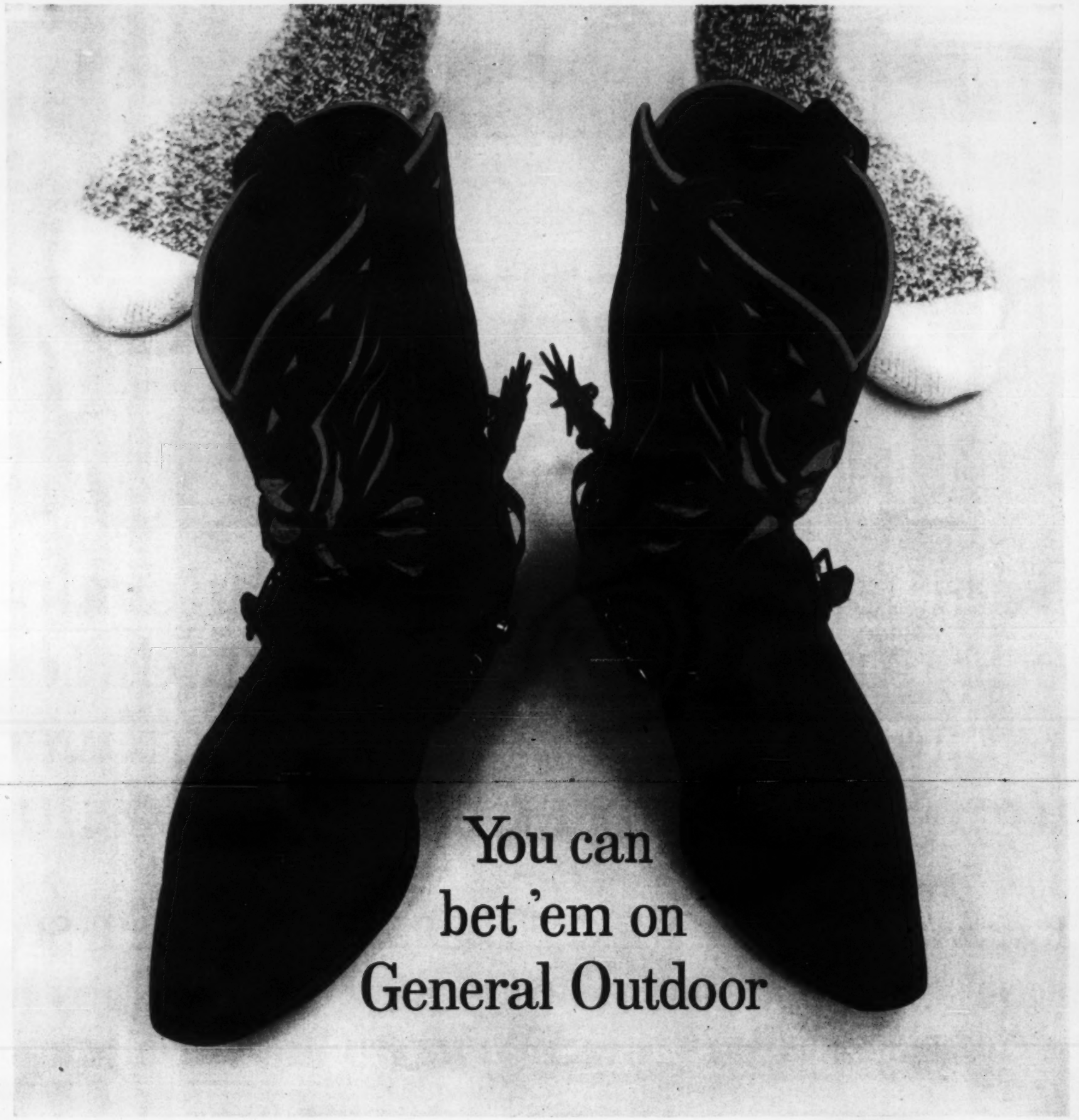
44 Broad St. New York 4 · 711 W. Monroe St. Chicago 6 · 1540 Market St. San Francisco 19 · 1325 Lakeside Ave. Cleveland 14

Ideas

that sell at the point of sale

√ CHECK items on which you want information and samples and write Chicago Show Printing Company, 2635 N. Kildare, Chicago 39.

☐ Permanent-type Displays—wood, glass, plastic, metal
☐ Molded Plastic and Animated Displays ☐ Complete Dealer Display Kits ☐ Cloth Banners ☐ Outdoor Displays—Stanzall®
☐ Cardboard Displays ☐ Econo Signs ☐ Mystik®—Self-Stik Displays ☐ Pennants ☐ General Lithographing Services
☐ Complete creative point-of-sale facilities from ideas to sales.



You can bet 'em on General Outdoor

You can't lose! First of all, General Outdoor's larger plant size and greater individuality of panels give the kind of penetration and coverage it takes to deliver customers. And what's more, you get audited circulation figures to prove it! On all this, and much more, *you can bet your boots.*

When you buy General Outdoor plants, you buy with confidence. Promise matches performance—as thousands of satisfied advertisers will testify. For details, call your local GOA office or write to us in Chicago.

GOA

Covers 1800 Leading Cities and Towns

General Outdoor Advertising Co.

515 South Loomis Street, Chicago 7, Illinois

INTEG

Truth and honesty in Outdoor d
consumer and contributed tow
veracity of Advertising. These
the greatest trust and most valuab

Since

REACHING PEOPLE OUTDOORS I

BOSTON • BALTIMORE • MIAMI •
WORCESTER • PORTLAND • NASHUA • BURLINGTON

Donnell

GRITY

isplay have always protected the
ard a public confidence in the
uncompromising standards are
ble asset of the Outdoor Medium.

1850

N KEY EASTERN MARKET AREAS

NORFOLK • SCRANTON • WILKES-BARRE

• NEW LONDON • NEWPORT NEWS • PORTSMOUTH

y Adv.

© 1960, John Donnelly & Sons

Outdoor Study Relates Autos to Homes, Identifies Repeats, Outdoor Meeting Told

TORONTO, July 13—The long awaited outdoor advertising study —shown privately around the U. S. for several months—was publicly unveiled here today at the first International Congress of Outdoor Advertising.

Sponsored by the Outdoor Advertising Assn. of America, the "Wilbur Smith Study," as it is called, covers a four-and-a-half-year period and the analysis of more than 2,000,000 automobile license plates. It covers 13 markets—San Francisco-Oakland; Minneapolis-St. Paul; Houston; Norfolk-Portsmouth; Spokane; Greenville, S.C.; Waterloo, Ia.; Lima, O.; Reno; Pocatello, Ida.; Gulfport, Miss.; Austin, Minn., and North Platte, Neb.

■ As described in a foreword by Newman F. McEvoy, senior vp and media director of Cunningham & Walsh, and vp and a director of the Traffic Audit Bureau, the study, for the first time in poster advertising, "developed procedures by which the percentage of households reached and the frequency with which they are reached can be determined from Traffic Audit Bureau (TAB) reports on individual markets.

"The automobile," explained Mr. McEvoy, "accounts for approximately 90% of outdoor traffic. The license number identifies the automobile, relates it to a household and permits the evaluation of repeats. Automobile traffic, accordingly, makes available to the researcher information on the outdoor medium's reach and frequency of exposure. This study pioneers in these areas of marketing not previously available to the advertiser."

■ The 13 markets selected for the study range in size from 20,000 population to 1,500,000. All 13 markets were studied in the summer of 1956, and information was recorded simultaneously at all traffic-counting stations in each market for 18 hours a day for seven days. In San Francisco-Oakland, the largest market, 345,862 vehicles were counted. Of these, 274,201 were in-state cars and of these 228,748 licenses were recorded. In all 13 markets, 1,537,719 license numbers were obtained out of a total of 2,261,149 vehicles passing the counting stations.

"The most significant development" of the study, it was said, "is a procedure for determining the proportion of car-owning households in the local urban market or 'home-county' that are exposed to a poster showing. The use of this formula requires three pieces of information:

"1. The auto-truck circulation, as developed by TAB counts.

"2. The percentage of home-county cars in this circulation.

"3. The number of passenger cars registered in the home-county."

■ The study report includes "mathematically computed curves for daily and weekly coverage" in an average 100 showing. Translating the curves into figures provides daily auto-truck circulation; circulation reduced to total vehicles at the poster showing; the percentage of home-county cars exposed to a showing, and the percentage of cars thus exposed as against the total number of cars registered in the home-county.

Thus, in San Francisco the daily auto-truck effective circulation was 703,680; the total of daily vehicles at the showing was 430,230, and home-county cars accounted for 44% of the total traffic. Home-county cars made 188,441 daily passages through the counting station, and this figure represented 79% of home-county registrations. The study found also that while "there is a wide variation in the amount of coverage reached in one day's circulation, over 90% of the registered home-county cars are exposed to the showing during a 30-day posting period."

■ The study found further that data in each of the 13 markets followed an "identical pattern," but to further verify findings, it was decided to run an additional test in Indianapolis last summer. "The Indianapolis study not only confirmed the original data," it was said, "but permitted a study of frequency distribution, yielding the

DELEGATES — *Howard H. Mallatratt (center), secretary of the British Poster Advertising Assn., delegate to the International Congress of Outdoor Advertising, shows an outdoor theatrical poster used nearly a century ago to W. H. Williamson (bottom) and Mace Mair of the Poster Advertising Assn. of Canada.*

"You mean I can get large size,* quality printing in FULL COLOR and still save money!"

Yes, prove it to yourself! Just call or write.

* Up to 5000 sheets – Up to 40" x 60" size!

BLACK BOX

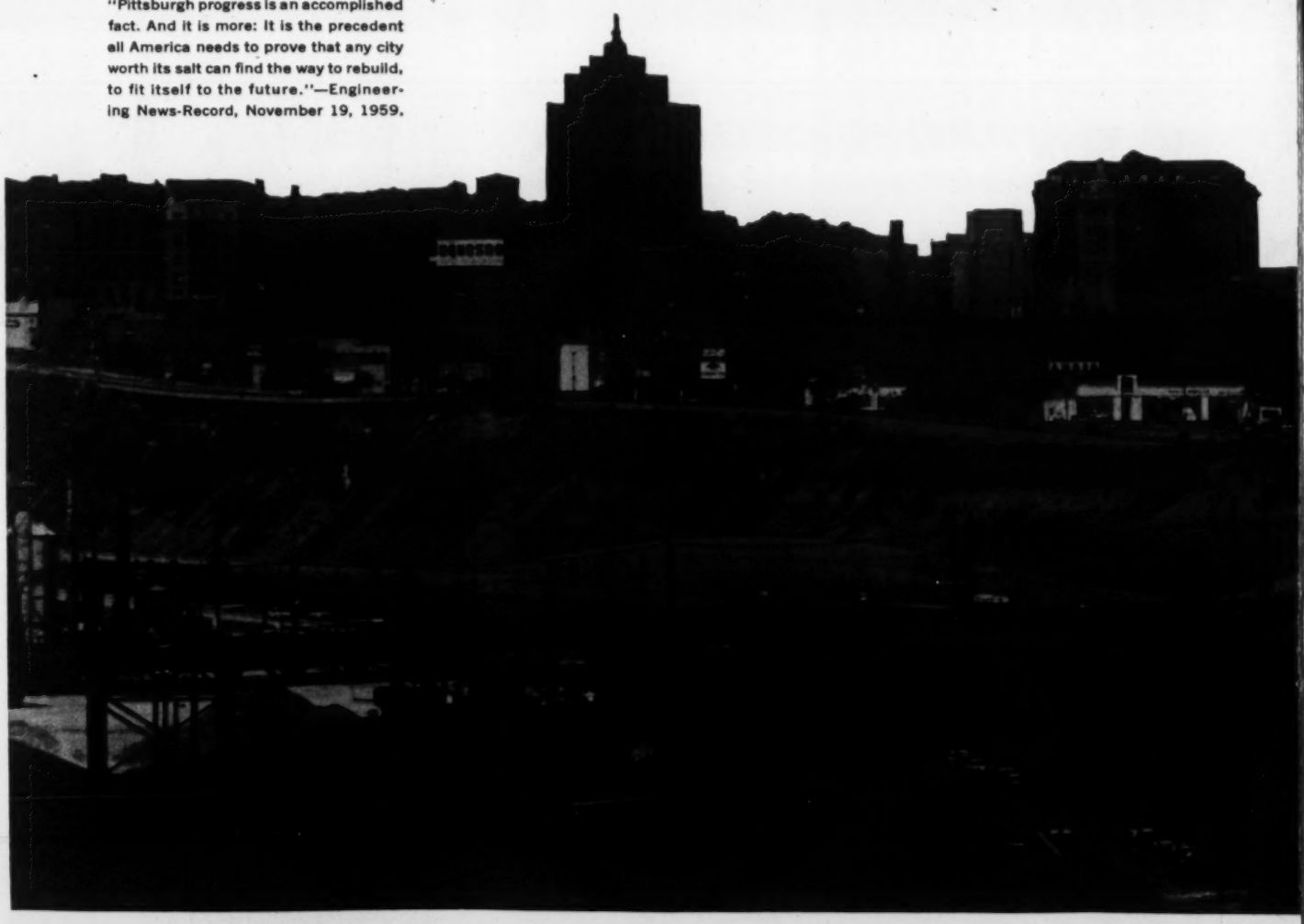
BLACK BOX COLLOTYPE STUDIOS, Inc.
AVenue 3-0262
4840 W. BELMONT AVE., CHICAGO 41
Representatives in principal cities

NO OTH

No other city is doing so many and such dramatic things as Pittsburgh is doing in building and rebuilding, in modernization and redevelopment. (Well, let's except New York.) . . . No other city is being written about so much, talked about so much . . . and held up so much as an example of urban redevelopment and city planning . . . No other city is the Mecca for so many delegations (from 82 other cities all over the world), come to see how this city was

It is the eighth biggest metropolitan

"Pittsburgh progress is an accomplished fact. And it is more: It is the precedent all America needs to prove that any city worth its salt can find the way to rebuild, to fit itself to the future."—Engineering News-Record, November 19, 1959.



percentage of car-owning households reached at least once, twice, three times, and so on."

The Wilbur Smith, a traffic engineer, whose name identifies the study, is with Wilbur Smith & Associates.

STUDY FITS PRESENT RESEARCH, CAWL SAYS

TORONTO, July 13—Frank R. Cawl Jr., vp and director of promotion and research for Outdoor Advertising Inc., said today the "Wilbur Smith Study" "has achieved a major breakthrough in knowledge of outdoor advertising coverage."

He said the study "fits like a keystone into the present structure of outdoor circulation and coverage research."

"Traditionally," he continued, "the outdoor market and its coverage have been viewed as panels spotted on a map, panels that dominate the major arteries carrying the bulk of the daily flow of traffic about a market."

Now, this "breakthrough" means that "for any given volume of traffic, such as those of the Traffic Audit Bureau for a No. 25, 50 or 100 showing, we can show the percentage of car-owning households reached, and the frequency with which they are reached." Mr. Cawl said that Wilbur Smith, "one of the nation's outstanding traffic engineers," found that a 100 showing in the home-county of the 13 study markets "averaged a reach of 94% with a frequency of 21 times." It was also found that "an average car-owning household reach of 90% was developed in just 12 days." Such a speed, added Mr. Cawl, "is essential in meeting the growing momentum of new product introductions." #

Stern, Walters Expands

Stern, Walters & Simmons has moved to larger quarters at 201 E. Erie St., Chicago. The agency said its billings have grown from $405,506 in 1955 to $2,350,000 in 1959, with billings this year expected to be in excess of $3,400,000. Stern, Walters' new quarters give the agency 2½ times the space it formerly occupied. It has a staff of 18.

Englander Boosts Hebert

Louis A. Hebert has been named national contract sales manager of Englander Co., Chicago. Mr. Hebert, with Englander 13 years, most recently was assistant to the vp in charge of sales and will continue with many of these duties. He succeeds Herbert Barnett, who has resigned.

Hoffman Names Briggs

Huntly P. Briggs has been appointed advertising and public relations director of the military products division of Hoffman Electronics Corp., Los Angeles, succeeding William H. Herrman, who resigned. Mr. Briggs formerly was an account executive at Honig-Cooper & Harrington, Los Angeles.

O'Mealia Named President Pro Tem of the OAAA

TORONTO, July 12—Harry O'Mealia Jr., president of O'Mealia Outdoor Advertising Corp., Jersey City, today was named president and 1st vice-chairman of the Outdoor Advertising Assn. of America. He succeeds George L. Knapp Jr. of Knapp Advertising Co., Tulsa, who was elected chairman of the board.

The elections were announced at the association's annual meeting held here in conjunction with the first International Congress of Outdoor Advertising, which was sponsored by U. S., Canadian and British outdoor groups.

Robert E. Combs, president of Combs Outdoor Advertising, Charlton, Ia., was presented with the chairman's award for distinguished service to outdoor advertising. The award is given "to the young man whose ideas have resulted in contributions of the greatest value to the outdoor advertising industry."

■ Mr. O'Mealia, who also heads J. K. Franks Outdoor Advertising, Dover, N. J., is the third member of his family to become president of the OAAA, which represents some 700 members who operate standardized poster panels, painted bulletins and electric spectaculars in more than 15,000 cities and towns in the U. S. His grandfather, James F. O'Mealia, was OAAA president from 1897 to 1900. His father, the late Harry Sr., became president in 1925.

The new president, who is 37, was elected to serve until a full-time paid president is appointed by the OAAA chairman's advisory committee. At that time, Mr. O'Mealia will retain his post as 1st vice-chairman of the group.

■ Walter A. Schmid Jr., president of the North Texas Advertising Co., Fort Worth, was elected 2nd vice-chairman, and Donovan M. Olson of Winnetka, Ill., vp and treasurer of General Outdoor Advertising Co., was elected treasurer of the OAAA.

LATCHFORD NEW HEAD OF POSTER AD ASSN.

TORONTO, July 12—The Poster Advertising Assn. of Canada elected James C. Latchford of Toronto, president. He succeeds Watson Hook of Calgary. John M. Gould of Branford was named 1st vp and J. N. Finlayson of Vancouver became 2nd vp. #

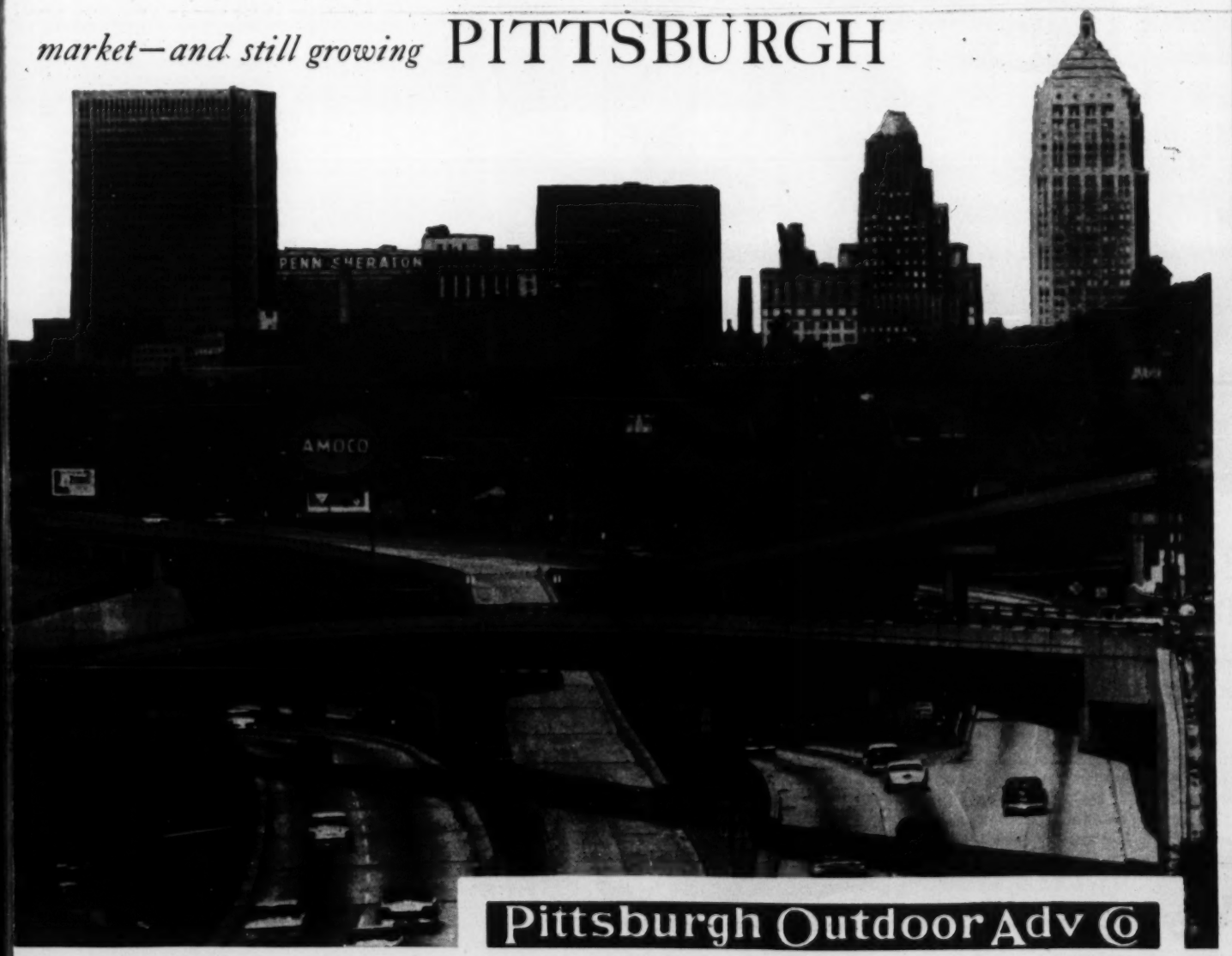
Wayne Named KGO Manager

Elmer O. Wayne, previously general sales manager of KFI, Los Angeles, has been appointed general manager of KGO, San Francisco. He replaces John Mitchell, who has been named manager of the Central American Television Network.

ER CITY

reborn . . . No other city is doing so much to make sure this progress continues into the future with research work going on in so many major industrial laboratories (20 of the country's biggest) . . . Few other cities are building their future upon such solid foundations . . . No. 1 in industries as old as steel and No. 1 in industries as new as atomics . . . Pittsburgh is one of the richest, spending-est, building-est, and most exciting cities in the world.

market—and still growing PITTSBURGH



Pittsburgh Outdoor Adv Co

Traffic World

is the weekly newsmagazine of **transportation management*** in every industry and in every mode of transportation

* the men who set transportation policies in their own organizations and collectively form the national transportation policy – industrial traffic managers, carrier executives, port authority traffic executives, public warehousemen, educators, government and military officials, transportation attorneys, chamber of commerce officials.

See our Service-Ad in SRDS Class. 148

BUY A KING-SIZE MARKET

EL PASO— CAPITAL CITY OF The Fabulous Southwest

EL PASO
now
46th Largest City in the Nation
(was 75th in 1950 Census)
1960 POPULATION 272,239
108.6% GAIN

The El Paso Times
Morning and Sunday

El Paso Herald-Post
Evening

TWO Separate Newspapers...ONE LOW RATE---BUYS BOTH!

New Rates for 'Western Architect & Engineer'

Western Architect & Engineer, published by McGraw-Hill, San Francisco, has set new rates, effective Jan. 1, 1961. The rate for two pages used within a 12-month period goes from $288 to $384. The publication said paid subscription reached 5,300, or 75% of its total circulation, in June.

McCann-Marschalk Adds Two

McCann-Marschalk, Boston, has been named to handle advertising for Airport Hosts, a new association of motels and hotels located at or near airports, and for Vance Sanders & Co., distributor of five mutual funds.

Tie Group to Conahay

The Men's Tie Foundation has appointed Robert Conahay Inc., New York, to handle its account. Walker Saussy, New Orleans, is the previous agency. The budget is expected to be well below $100,000.

Vital Knowledge of Problems Gained in Sales Calls: McCourt

NEW YORK, July 12—There are good reasons for the industrial publication sales manager to make calls with the sales staff, according to Joseph T. McCourt, sales manager of *Purchasing*.

Mr. McCourt told ADVERTISING AGE that published quotes from comments he made at the Eastern t.f. Club (AA, July 4) were incomplete and did not give a true indication of his stand.

The AA story said Mr. McCourt was convinced of the wisdom of calls by sales managers to re-enforce the work of salesmen, and went on to say that he was "sick and tired of media buyers, such as media directors, account executives and ad managers, criticizing publication salesmen. Too many media buyers do it. The fault lies with the buyers."

■ Mr. McCourt said this week that his remarks included the comment that "I make calls with our sales staff for basically two reasons:

"1. To learn first hand what problems and information requirements our accounts and prospects have, so I can intelligently spend our dollars to meet these needs.

"2. Almost any sales manager's job requires extensive travel. As a result he is in contact with a great variety of accounts and local markets presenting varied marketing problems and solutions. A sales manager's exposure to these situations often puts him in a position to be of help not only to his own salesman but also to a buyer.

■ "My main objection," he said, "is with the account executive, media buyer or advertising manager who does not get out in the field with his industrial salesman and find out what a purchasing agent, or design engineer, or plant engineer, etc., is—what his needs are; where, when and why does he enter the buying decision.

"Yet too many people in advertising, with notable exceptions, are willing to criticize publishers . . . who yearly produce millions of dollars of market research information. It becomes rather frustrating to the publishing fraternity to develop this information . . . only to have it criticized, judged inaccurate, incomplete, not specific enough, not applicable, etc., by the very buyers who have never left the confines of their office—who have never made a sales call, or do it so infrequently they could get a distorted picture." #

Barnes Joins CBS-TV

Howard Barnes, formerly vp in charge of network programs for CBS Radio, has been named director of programs, administration, in the Hollywood office of CBS-TV, effective Aug. 1. He succeeds Norman Felton, who recently was named director of programs for MGM-TV, tv film producer and distributor. George M. Perkins, director of network programs at CBS Radio, will head the program department until a successor to Mr. Barnes is named.

Syracuse Cites Art Students

Syracuse China Corp., Syracuse, N.Y., has established cash awards for outstanding work in advertising design by art students at Syracuse University. This year's awards, made by the company's commercialware division, went to Thomas Yacovella, Utica; Lucille Altmark, New York, and Eleanor Schon, West Hempstead, N.Y.

Bennett Names Kane VP

Robert E. Kane, senior art director of Victor A. Bennett Co., New York, has been elected a vp.

If you're fussy about getting good copies –get a Kodak Verifax Copier!

Verifax copies spoil you for all others. They have the look and feel of good letterheads . . . are a pleasure to read, handle, file. Also, they are as accurate as the originals . . . and they won't fade or darken over the years.

See how your secretary can make 5 of these dry, white, more usable copies in 1 minute for 2½¢ each with Kodak's $99.50 Verifax Bantam. Phone local Verifax dealer (see Yellow Pages under duplicating or photocopying machines), or write Eastman Kodak Company, Business Photo Methods Division, Rochester 4, N.Y. for booklet describing all Verifax Copier models.

Prices quoted are manufacturer's suggested prices and subject to change without notice.

VERIFAX BANTAM COPIER, Model A
Only $99.50
other models to $425

Kodak

Verifax Copying DOES MORE... COSTS LESS... MISSES NOTHING!

Perils
of an advertising
decision maker

I'VE BEEN HORNSWOGGLED!

Actually he hornswoggled himself—spent good advertising dollars buying general circulation instead of economically aiming his message at preconditioned readers. Hearst Special Interest Magazines leave media men smiling because they deliver a hand-picked readership of prospects, winnow out the "suspects" ahead of time.

HEARST magazines

13 keys to the special interests of 13 groups of people • • • Good Housekeeping
Popular Mechanics • American Druggist • Town & Country • House Beautiful • Motor • Science Digest
Motor Boating • Sports Afield • Bride & Home • Harper's Bazaar • New Medical Materia • Cosmopolitan

CHILTON'S

How Optical Journal's M-A-P sharpens your focus on COMPLETE SELLING of the ophthalmic market

Are you *sure* your sales efforts in the ophthalmic field are covering the total market?

M-A-P can give you the answer fast.

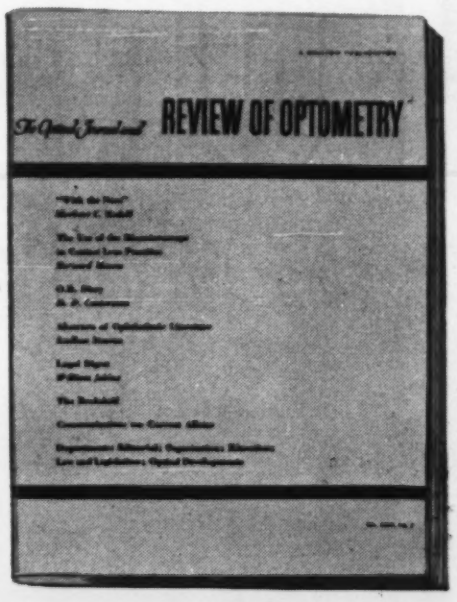
This comprehensive Marketing Assistance Program of The Optical Journal and Review of Optometry can be one of your most valuable marketing tools. It was originated primarily for your use and is maintained at considerable cost to give you the most up-to-date and complete picture of your market available anywhere.

Ready for your use at any time are such marketing aids as a published review of the total ophthalmic market . . . a complete census report on wholesalers . . . handy listings of ophthalmic trade names and products required by the industry. Readership studies, consultation, various merchandising services, and the help of a complete market research team are also available.

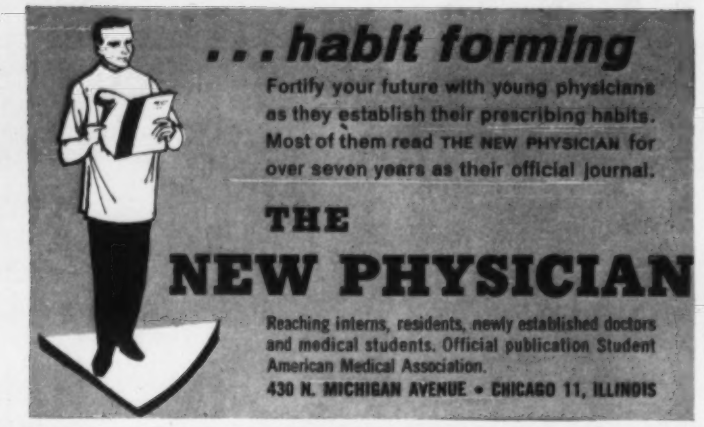
The editorial excellence and quality-controlled circulation of this leading publication are now linked with even stronger marketing aids through M-A-P. Ask your Optical Journal representative to help you start an evaluation of your total marketing, advertising and selling program now.

Chilton
COMPANY
Chestnut and 56th Streets • Philadelphia 39, Pa.

THE OPTICAL JOURNAL AND REVIEW OF OPTOMETRY gives you complete coverage of all three segments of the ophthalmic market—optometrists, dispensing opticians and wholesalers. It serves as a medium of communication among optical manufacturers, distributors, prescription laboratories and professional and retail elements. Published semi-monthly, The Journal-Review delivers fresh, informative news, editorial guidance and practice-management ideas to eager readers in the optometric and ophthalmic dispensing fields.



OPTICAL JOURNAL


. . . habit forming
Fortify your future with young physicians as they establish their prescribing habits. Most of them read THE NEW PHYSICIAN for over seven years as their official journal.
THE
NEW PHYSICIAN
Reaching interns, residents, newly established doctors and medical students. Official publication Student American Medical Association.
430 N. MICHIGAN AVENUE • CHICAGO 11, ILLINOIS

Institute of Approval Adopts 'Insignia of Good Taste'

The American Institute of Approval, New York, has adopted an "insignia of approval and good taste" for use on products for the woman consumer which the institute believes reflects good taste in design. Use of the insignia on tags and labels will be authorized by the institute, following consultation between members of the institute and a manufacturer, if the products considered are determined to be compatible with institute standards.

Founded last year, the institute is made up of a group of socialites representing "a cross section of the most discriminating market." Its original list of 64 members is being expanded to include 200 members representing all the states.

Lever Adds Cockfield

Lever Bros. Ltd., Toronto, has appointed Cockfield, Brown & Co. to direct all its French-language tv programs. MacLaren Advertising handles Lever's English-language tv.

Brady Appoints Karl Ohm

Brady Co., Appleton, Wis., has named Karl F. Ohm an account supervisor. Mr. Ohm formerly was with Klau-Van Pietersom-Dunlap, Milwaukee.

Engravers, Union Join to Boost Print as Tv Menace Looms

CHICAGO, July 13—Members of the graphic arts industry interested in print advertising have started an organization for the purpose of promoting it.

Harry E. Collins, Collins, Miller & Hutchings, Chicago photoengraving company, is chairman of the customer relations committee formed by the American Photoengravers Assn. and the International Photoengravers Union.

This is believed to be the first time a union group, in the graphic arts field, has joined with employers to promote the increased use of print advertising.

■ Agency executives concerned with print advertising are also included on the committee. Among them Richard J. Gay, Ted Bates & Co., New York; E. Thomas McBreen, J. Walter Thompson Co., Chicago; Erwin A. Miessler, Needham, Louis & Brorby, Chicago; Milton J. Sutter, Cunningham & Walsh, New York, and Edward L. Tollefson, Foote, Cone & Belding, Chicago.

Mr. McBreen is vice-chairman of the customer relations committee, and Wilfred E. Connell, of Boston, president of the photoengravers' association, is secretary.

Mr. Collins, whose company has been running a series of advertisements in the advertising press promoting national magazine advertising and print advertising in general, said that the committee plans to expand its membership to include all interested in print advertising. Members of the graphic arts industry, advertisers, agencies and publishers will all be represented on the permanent expanded committee, he said.

He contributed an article to the June issue of the *Photoengravers' Bulletin*, published by the association, which asked the question: "Will it be print or broadcasting?" and commented, "The graphic arts industries are in a fight for survival for the advertising dollar." #

Citron Joins Hal Stebbins as A.E. on Lockheed

Richard M. Citron has joined Hal Stebbins Inc., Los Angeles, as account executive on recruitment advertising for Lockheed's missiles and space division. He will headquarter in the agency's Sunnyvale, Cal., office.

Richard M. Citron

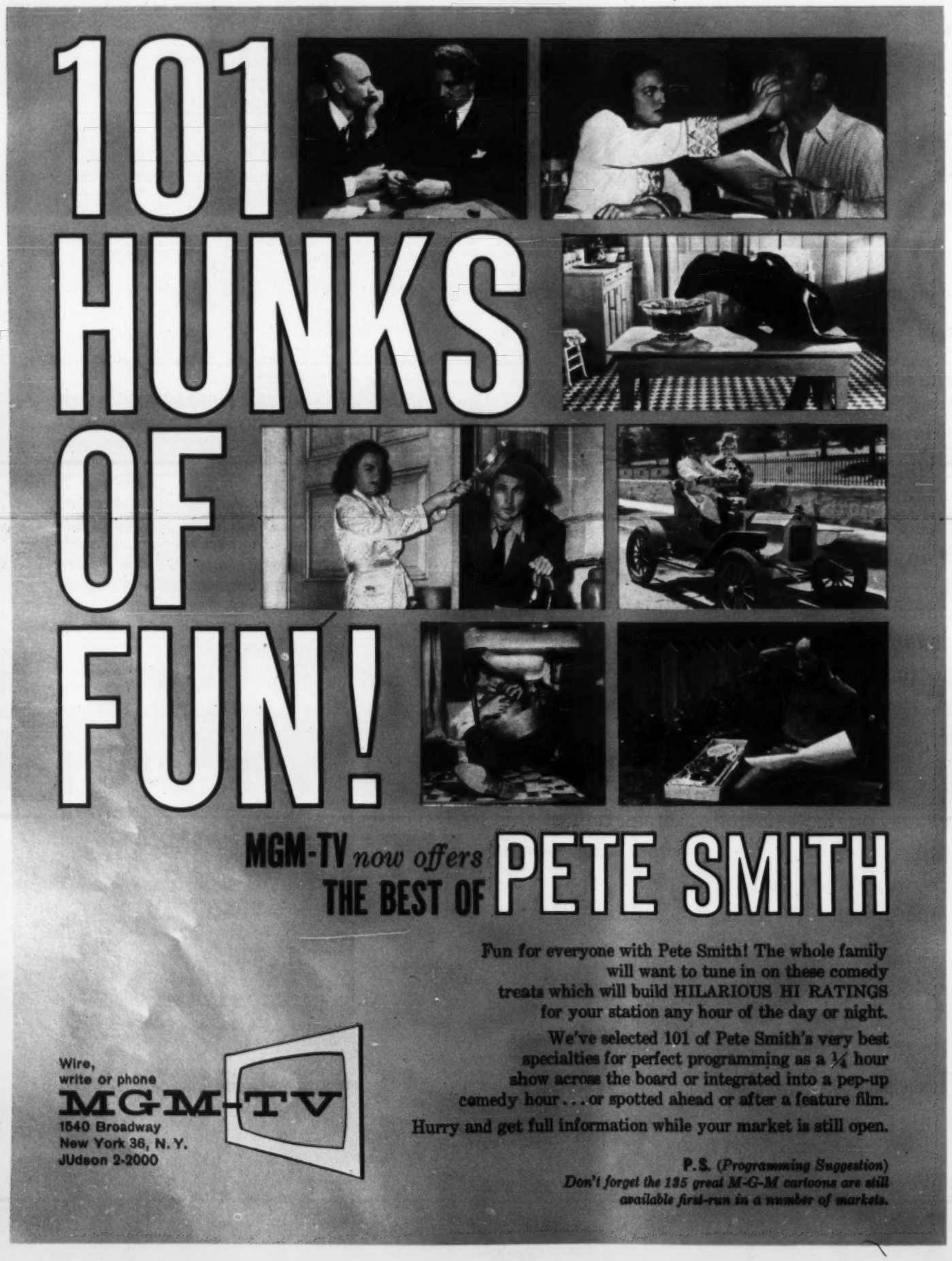
Mr. Citron formerly was senior account executive with Gaynor & Ducas, Beverly Hills, on such accounts as General Precision, Space Electronics Corp. and Itek Corp.

Wool Bureau Boosts Detwiler; Robin Joins Ellington

Richard M. Detwiler, public relations director of the Wool Bureau, has been placed in charge of both advertising and pr, succeeding Toni Robin on the ad assignment. Miss Robin has joined Ellington & Co. as creative supervisor, succeeding Geraldine Reed, who is retiring.

TvB Names Merklein, Dunbar

The Television Bureau of Advertising, New York, has named Frank Merklein, formerly with National Broadcasting Co., director of member sales presentations, effective July 18. MacDonald Dunbar, previously with WOR-TV, New York, has been named an account executive of TvB.


101
HUNKS
OF
FUN!
MGM-TV now offers
THE BEST OF PETE SMITH
Fun for everyone with Pete Smith! The whole family will want to tune in on these comedy treats which will build HILARIOUS HI RATINGS for your station any hour of the day or night.
We've selected 101 of Pete Smith's very best specialties for perfect programming as a ¼ hour show across the board or integrated into a pep-up comedy hour . . . or spotted ahead or after a feature film.
Hurry and get full information while your market is still open.
P.S. (Programming Suggestion)
Don't forget the 135 great M-G-M cartoons are still available first-run in a number of markets.
Wire, write or phone
MGM-TV
1540 Broadway
New York 36, N. Y.
JUdson 2-2000

PRESTIGE

FOR YOUR PRODUCT

THROUGH THE

PREFERRED FARM PUBLICATION

IN INDIANA AND ILLINOIS

PRAIRIE FARMER®

Amazing Preference At Every Influence Level Proves Prairie Farmer the Dominating Agricultural Selling Force in Indiana and Illinois

SURVEY PROVED 1ST PREFERENCE — Prairie Farmer — Illinois Indiana Farmers

In a welter of conflicting claims, the true influence picture in agricultural media is sometimes hard to pinpoint. Many advertisers find out for themselves by surveying customers and dealers.

The results are always the same.

Indiana and Illinois farmers name Prairie Farmer their leading choice among farm publications by 2 to 1 over the next highest.

Farm implement, feed, farm supply, home appliance, petroleum —dealers of all types—prefer advertising in Prairie Farmer as high as 8 to 1 over the next publication.

Polls of county agents tell the same story.

Prestige for your product is built fastest by using this publication which enjoys such remarkable prestige. This preference—plus unmatched market penetration—makes Prairie Farmer a must on your advertising schedules.

In 1959, Prairie Farmer ranked 3rd among all farm publications in commercial advertising lineage—topped everything circulating in Indiana and Illinois.

PRAIRIE FARMER

1230 West Washington Blvd., Chicago 7, Illinois

Member of **MIDWEST FARM PAPER UNIT**, 35 E. Wacker Dr., Chicago 3; 250 Park Ave., New York 17 • West Coast Representative: TOWNSEND, MILLSAP & CO., 110 Sutter St., San Francisco 4; 159 S. Vermont, Los Angeles 4

The SENIOR *Fresh*-man says...

it's the BERRIES... *Fresh* PROFITS

in the 7 BILLION DOLLAR
FRESH FRUIT AND VEGETABLE INDUSTRY
MARKET
that BUYS BIG...

Sprayers to shook, rubber bands to refrigeration!

Let me send you rates and our latest area-coverage folder.

The PACKER Publishing Company
201 Delaware Kansas City, Mo.

JIM CONNELL, SALES MANAGER

IN EVERY GROWING AREA KEY MEN READ

Since 1893

The Weekly Newspublication of the Fresh Fruit and Vegetable Industry

ABC ABP

Whiting Moves Account to Grimm & Craigle, Schmidt

Whiting Corp., Harvey, Ill., has named Grimm & Craigle, Chicago, to handle all national advertising and sales promotion for its material handling equipment, effective Sept. 1. Whiting's Swenson division, its foundry and metallurgical equipment and railroad equipment, will be handled by Schmidt & Sefton, Grand Rapids. Waldie & Briggs, Chicago, formerly handled the account.

Grimm & Craigle also has been named to handle advertising for Porter Athletic Equipment Co., Schiller Park, Ill., maker of gymnasium apparatus and playground equipment.

Sullivan Joins Remington

Joseph J. Sullivan, formerly with Zenith Radio Corp., has joined the Remington Rand portable typewriter division of Sperry Rand Corp., New York, as director of sales, a new post.

Gas Station Men Revolt Against Trading Stamps

California Group Calls Stamps Ruinous, Protests Discriminatory Price

DOWNEY, CAL., July 12—Gasoline service station dealers have launched an angry rebellion against the use of trading stamps, which threatens to spread throughout Southern California.

At least 50 service station operators here, under the leadership of Union Oil Co. dealer Gordon (Chris) Christoff, have torn down and burned all of the big Blue Chip stamp signs which formerly festooned their stations to lure in customers.

At least three other large stations which have been giving S&H Co. stamps to their gasoline purchasing customers have also joined in the rebellion.

"The Blue Chip stamps," Mr. Christoff angrily declared, "have not done a thing for us except to cost us money." Dan MacKenzie, another gasoline dealer and former president of the Chamber of Commerce here, declared that "trading stamp plans and their continued use can only bankrupt gasoline service station operators."

■ Mr. Christoff, explaining his reasons for leading the revolt, declared that "I held out against the stamps for 24 days after they were first offered here in Downey and by that time I had dropped 7,000 gallons below the amount of gasoline my station normally pumped.

"So I bought the stamps, some $1,600 worth in the past 5 months, and now I'm not pumping any more gasoline than I was before I started giving out the stamps. In addition, I had to lay off a $400-a-month employe in order to pay for the stamps and stay in business."

Many dealers, according to Mr. Christoff, have had to borrow money to pay for the stamps and three smaller service stations in Downey "were forced out of business because they just couldn't afford the stamps." Mr. Christoff and other gasoline dealers contend they must pay $11.50 per book for 5,000 stamps, while "other types of retailers such as grocery stores, etc., get the same books for only $8."

■ Frank Rote, sales manager for the Blue Chip Stamp Co., which seems to be a major target for the service station boycott on trading stamps, answered Mr. Christoff by saying, "We don't twist anybody's arm and if they want to leave the program they can.

"For every single dealer who claims he is not being helped by stamps," Mr. Rote continued, "I have file cases full of letters thanking us for the help we've been in stimulating new business. Trading stamps are a part of doing business today." #

Airtemp Appoints Miller

Chrysler Corp.'s Airtemp division has named Carl T. Miller, formerly supervisor of advertising production, sales promotion manager. Mr. Miller fills the position left vacant by Lee Epley, who was recently appointed Airtemp advertising manager (AA, July 11).

Seepe to Lawrence Holmberg

Robert M. Seepe, formerly research manager of Compton Advertising, Chicago, has been named manager of research of Lawrence O. Holmberg Co., Chicago agency.

DO A 5-YEAR SELLING JOB
TO BUILDERS IN JUST 5 DAYS
at the NEXT NAHB CONVENTION

JAN. 29-FEB. 2, 1961

Now, for the first time in over 10 years, the NAHB Convention—official trade show of the home building industry—will be held under one roof, in Chicago's beautiful new McCormick Place exposition center. It's the most glamorous and desirable exhibit area in all America.

This fact alone is bound to attract a record number of prospects for your products. In addition, there'll be more space . . . improved exhibit facilities . . . continuous, free, rapid-service transportation. The show will be heavily promoted, assuring record attendance. (Last January, 32,158 builders, architects, lumber and building material dealers, etc. were registered.) All told, it presents a tremendous sales opportunity for you—a chance to "sell" your entire group of builder-customers at one time—a job that would normally take years.

To make sure your product is represented in the expanding building industry's most important show . . .

RUSH YOUR RESERVATION...
and send for Exhibit Brochure
showing details of floor diagram and rates of display space. Assignment of space starts August 15 on all applications received by August 13. Write, wire, or phone Paul S. Van Auken, Convention & Exposition Director, NAHB, 140 S. Dearborn St., Chicago 3 (phone RA 6-1640).

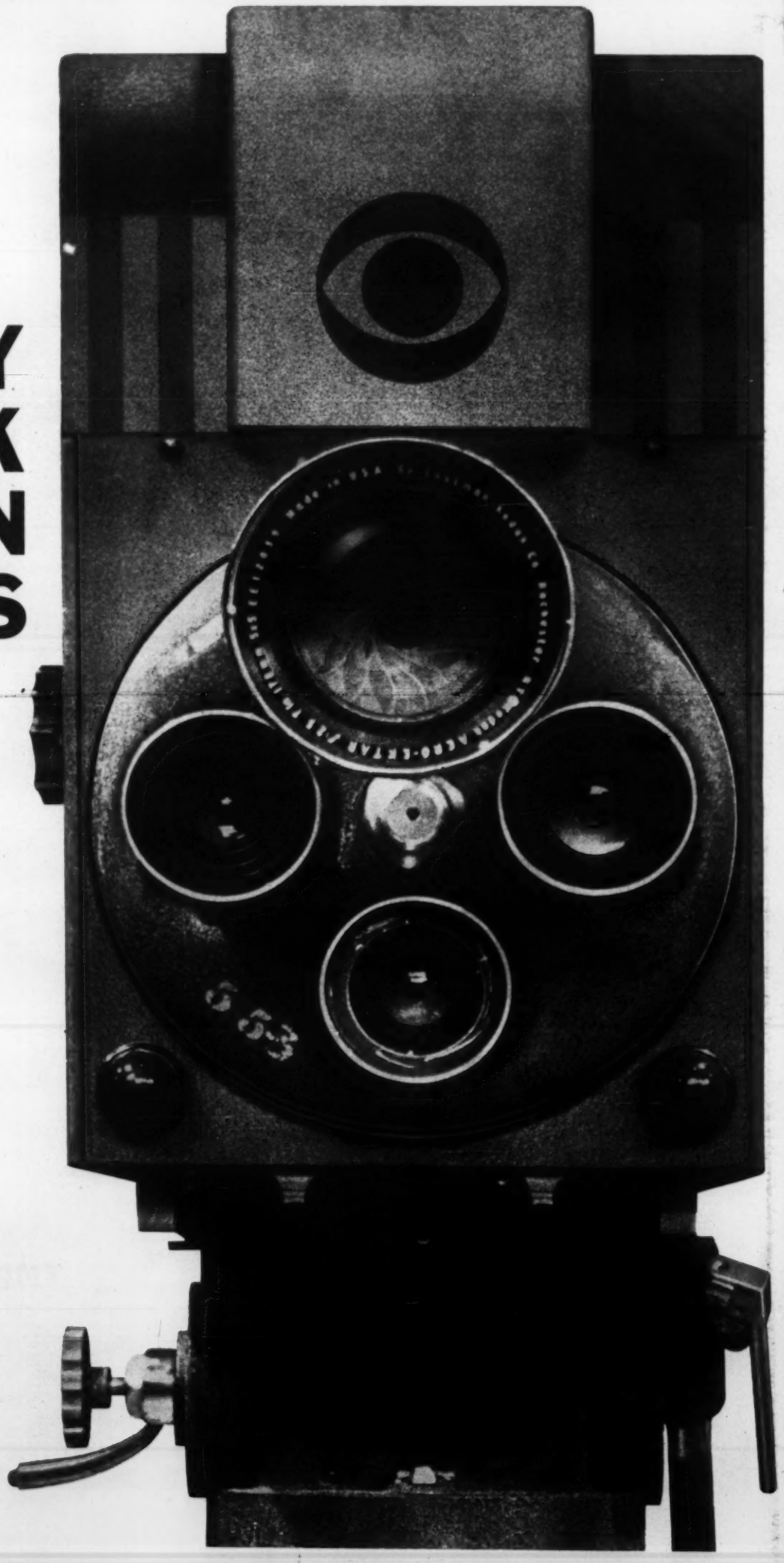
National Association of Home Builders

MULTIPLY A PRETTY GIRL BY A MILLION

Summer's just begun—yet smart young women everywhere are *thinking* fall—*seeking* fashion excitement in everything—*finding* it in the pages of August Glamour! Here, in the College Issue, all young America discovers "how to" look, dress, and live—on campus and off! In August as in every month, Glamour starts the country's biggest fashion audience shopping!

a new fashion concept • a new million market • a new way to profit

THE WAY NETWORK TELEVISION LOOKS



Here is a clear, complete and concise picture of the performance of the three television networks during the 1959-1960 season. If you are investing your advertising dollars in nighttime television (or plan to) you might find it particularly significant that by every measure of leadership the CBS Television Network remains far ahead of its two rivals.

Source: All data are national Nielsen Television Index average audience figures for Oct. 1959—May 1960, for the evening hours (6—11 pm), covering all sponsored programs.

TOP PROGRAMS The following table shows how the three networks compare in terms of high-rated programs. In the average Nielsen report the CBS Television Network won more than half of the places in the top 10, 20, 30, and 40 programs.

PROGRAMS	CBS	NET. X	NET. Y
Top 10	6	2	2
Top 20	11	4	5
Top 30	17	6	7
Top 40	21	9	10

HALF-HOUR WINS This season an average of 54 half-hour time periods per week were commercially programmed by at least one network. All three networks were in direct competition during an unprecedented number of these time periods—a total of 44, or 81%. The CBS Television Network had the top-rated program in more than half of these most competitive 44 time periods. It also had the top-rated program in more than half of *all* evening time periods.

Periods during which commercial programs were presented by:	Number of periods*	Number of periods when highest-rated program was telecast by: CBS	NET. X	NET. Y
All 3 networks	44	23	9	12
Any network	54	28	13	13

*Excludes ¼ hour news broadcasts

Sometimes three-way comparisons are not sufficiently revealing, and it is more helpful to compare one network at a time. The CBS Television Network looks like this when compared only with Network X:

HALF-HOURS	NO.	%
CBS beats Net. X	34	71
Net. X beats CBS	14	29

And now, comparing CBS with Network Y alone:

HALF-HOURS	NO.	%
CBS beats Net. Y	30	65
Net. Y beats CBS	16	35

AVERAGE RATINGS This season, for the first time, Network Y has edged out Network X in terms of average rating. While the difference between the "second" and the "third" network has been narrowed, the CBS Television Network has maintained the same advantage over the "second" network (now Network Y) that it had a year ago.

	AVERAGE RATING	CBS ADVANTAGE
CBS	21.1	
Net. Y	18.8	+12%
Net. X	18.4	+15%

NIGHTS OF THE WEEK The CBS Television Network earns the highest average-audience rating on four nights of the week, Network X captures two, and Network Y leads on only one.

AVERAGE RATING	CBS	NET. X	NET. Y
Monday	22.4*	17.5	18.6
Tuesday	21.2*	17.8	18.8
Wednesday	17.0	25.9*	17.0
Thursday	17.1	19.9*	18.9
Friday	19.8	16.1	21.7*
Saturday	28.6*	15.8	15.7
Sunday	22.0*	15.4	19.8

*First in night

AVERAGE HOMES REACHED At present each Nielsen television rating is expressed as a per cent of all television homes able to view the program in question. However, this rating does not reflect the advantage to an advertiser who buys time on a network with a long list of strong stations. Such stations make the network's programs accessible to more homes. The Nielsen estimates of "homes reached" take into account this added factor, which is an important index of network strength.

It is significant that the CBS Television Network's lead over each of the other two networks in the number of "homes reached" is even greater than its lead in average ratings. Of additional interest is the fact that by this measurement Network X has a slight edge over Network Y, even though Network Y leads Network X in terms of average rating.

	HOMES REACHED	CBS ADVANTAGE
CBS	9,091,000	
Net. X	7,818,000	+16%
Net. Y	7,757,000	+17%

Moreover, the CBS Television Network's lead in homes reached is not the result of a few extremely popular programs. As an indication of the over-all strength of its nighttime program schedule, some 43% of its programs reach more than 10,000,000 homes per minute. By comparison, only 14% of Network X programs and 20% of Network Y programs reach an audience of this magnitude.

On the other hand only 27% of the CBS Television Network's programs reach fewer than 8,000,000 homes, while more than 40% of the other networks' audiences are below this level.

NUMBER AND PER CENT OF PROGRAMS

HOMES REACHED (in thousands)	CBS NO.	CBS %	NET. X NO.	NET. X %	NET. Y NO.	NET. Y %
10,000 or more	17	43	4	14	7	20
9,000–9,999	6	15	6	21	4	11
8,000–8,999	6	15	6	21	7	20
Less than 8,000	11	27	13	44	17	49
TOTAL	40	100	29	100	35	100

NOTE: Table is based on all regularly scheduled programs. Excludes Friday Night Specials and "Sunday Showcase" on Network X. Both of these time periods reached fewer than 8,000,000 homes. Also excludes ¼ hour news broadcasts on all networks.

HOME HOURS OF VIEWING The network television medium is still growing. Therefore the fact that one competitor gains does not mean that another one suffers. The measurement known as "Home Hours of Viewing" is a function of both the average number of homes reached and the number of hours sold. Thus it is an over-all measurement of the whole network medium. It is significant that not only does the CBS Television Network lead the "second" network (Network X) by 22%, but also its number of home hours of viewing has increased over last year.

HOME HOURS OF VIEWING (000)	CBS	NET. X	NET. Y
This season	7,663,300	6,259,118	5,852,104
Last season	7,570,885	5,997,744	4,639,797
Per cent change	+1%	+4%	+26%

CBS LEAD OVER:	NET. X	NET. Y
This season	+22%	+31%
Last season	+26%	+63%

NETWORK BILLINGS In the past eight months, the CBS Television Network continued to earn the greatest share of advertisers' investments in nighttime network television, as it has for the last four calendar years. And it continues to be the world's largest single advertising medium. (Data from Leading National Advertisers—Broadcast Advertiser Reports.)

	AVERAGE MONTHLY NIGHTTIME BILLINGS
CBS	$15,663,154
Net. X	$14,205,976
Net. Y	$10,071,095

As every performer knows, you're only as good as your last show. And so it is with a television network. That's why all thoughts and actions at the CBS Television Network today are directed toward the creation of the best possible schedule of entertainment and information programs for the 1960-61 season.

Nevertheless, form does count for something. After six years of audience leadership we can look forward to an exceptionally promising season—particularly in the light of our record during the past year.

THE CBS TELEVISION NETWORK

HIGH RATED LOCAL PROGRAMMING
★★ ToP ★★
AVAILABILITIES IN THE LARGEST FILM LIBRARY IN THE MARKET!
CALL BLAIR
Television Associates

MILWAUKEE
witi
CBS NETWORK
-tv
TV Capital of Wisconsin

the STORER station backed by 33 years of responsible broadcasting

Esty Discount Bid Stirs Out-of-Session Huddles

(Continued from Page 1).

merous newspapers which have chosen to provide a continuity rate.

"Some people have forgotten," Mr. Young explained, "that the newspaper industry has a traditional policy of individually granting the same rate to any class of advertisers meeting the same requirements.

"The NAEA code of practice, adopted in 1946," he continued, "provides that rates and conditions published in the rate card will apply to all advertisers."

■ "Some people would infer that Esty has been offered a rate not available to other advertisers: i.e., a rate not on the rate card. Where these situations exist it is because a newspaper has not yet received its new rate card from the printer," he said.

"Newspapers recently adding new frequency brackets will undoubtedly be pleased to see large numbers of advertisers take advantage of these frequency brackets," he pointed out.

"With more than 1,800 individual newspapers in the U. S. and Canada," Mr. Young declared, "publishers will always continue to determine their own individual rates. Some have adopted a rate card providing for discounts on a frequency and/or volume basis; others have not. We are certain that the longtime policy of providing the same rate to an advertiser who meets the same specific requirements as another will continue."

■ In the keynote address of the meeting, Charles W. Horn, assistant publisher and advertising director of the *Los Angeles Examiner*, praised newspaper classified advertising, which he described as "the most heavily traveled advertising avenue in America, representing democracy in advertising action at the grass roots of our economy.

"Every day," Mr. Horn contended, "more people depend directly on newspaper classified than on any other single form of advertising.

"In our pursuit of local and national display," he urged, "let us never forget that markets are people . . . and that classified is the advertising of the people who have learned they can rely on the power, the prestige, the integrity of advertising's *printed word* as published in newspapers."

The nation's broadcast media, Mr. Horn said, "have served notice that their basic objective is to divert the advertising dollars now going into print media. Classified is one segment they cannot touch; and what they would give to capture this multi-million market which the people—not agencies or media—control.

"Television and radio," Mr. Horn continued, "talk about their captive entertainment audiences. Classified has the most faithful captive advertising audience in existence today. No one buys a radio or tv set to listen to commercials, but everyone buys a newspaper to read classified advertising!"

So far as newspapers in general are concerned, Mr. Horn said, the prime challenges faced today "are the vast changes taking place all around us . . . scientific, political, economic and social . . . challenging our individual and collective skills to adjust to new conditions, re-evaluate our position and procedures in the advertising operation."

■ The concept which business has of the newspaper's responsibilities to its advertisers was presented by Reginald H. Biggs, president of The White House, one of San Francisco's largest department stores, which is now expanding through northern California.

"Advertising and hard-selling promotion, largely through the newspaper medium, is one of the great tools we have in meeting the nation's need, by keeping goods moving, by introducing new products and by developing new outlets for men's energies and man's use of leisure," he said.

He asserted that "it is clearly part of a newspaper's responsibility to its advertisers not to accept advertising of unsound products. You must keep the shysters, the

EASTERN
ANNOUNCES ITS NEW FLEET OF
FLYING FREIGHTERS

OVERNIGHT DELIVERY
NEW YORK—MIAMI—SAN JUAN
NEW YORK—ATLANTA—NEW ORLEANS—MOBILE—HOUSTON
CHICAGO—ATLANTA—MIAMI—SAN JUAN

• Reserved space on every Freighter flight.
• Pressurized and temperature-controlled.
• Flights daily except Saturday and Sunday nights.
• Pickup and delivery service available.

In addition, Eastern offers freight space on over 400 daily passenger flights—including DC 8-B Jets and Prop-Jet Electras—to 128 cities in the United States, Canada, Bermuda, Puerto Rico and Mexico.
For Information and Freight Reservations, call your Freight Forwarder, Cargo Agent or Eastern Air Lines.

EASTERN AIR LINES
32 YEARS OF DEPENDABLE AIR TRANSPORTATION

29

JULY

60

Who will make or break the sale?

These are key men in a manufacturing plant . . . members of its "manufacturing operations committee." They work *together* to help manage the plant. They must, because their interests and their responsibilities interlock.

When they buy, which they must, it is rare that anybody can predict just who among them will make or break his sale.

It therefore makes sense to advertise to as many of your *possible* buying influences as you can, as often as you can.

When you are selling to manufacturing plants, this means advertise in FACTORY... because FACTORY reaches more of the men who manage plant operations, *at lower cost*, than any other businesspaper.

***Note:** Photograph taken of actual committee in session at the Arma Division plant of American Bosch Arma Corporation, Garden City, N. Y. Present are Works Manager, Factory Manager, Staff Assistant to the Works Manager, and the Managers of Product Services, Plant Engineering, Tools and Process, Production Control, and Test Department. By Leonard Kamsler.*

FACTORY

McGRAW-HILL PUBLISHING COMPANY 330 WEST 42nd STREET NEW YORK 36

swindlers, the charlatans out of your columns as best you can within the framework of legality. You have the responsibility to protect your good-sound advertisers against unscrupulous and unfair competition.

"It is also your responsibility," he continued, "to help your customers get better advertising."

■ In other speeches before the group, an "intensive, ambitious" pr program was outlined by Edward F. Engle, manager of the sales promotion division of the National Retail Merchants Assn., New York.

"The NRMA," Mr. Engle said, "is about to embark on a long needed program to enhance the relative standing of retailing and of retail management as a profession in the community and to encourage our entire industry to take a more enlightened approach to its public relations.

"Basically, this program will highlight the American retailer as the reflection of all the opportunities which make America what it is today," he said.

Mr. Engle revealed that the program was prepared by a committee consisting of John Blum, senior vp, Macy's, New York; Merl Douglas, regional pr manager, Sears, Roebuck & Co.; E. Laurence Goodman, vp-sales promotion, Stern Bros.; Jerome Klein, pr director of Lane Bryant Inc., and himself.

"NRMA," Mr. Engle said, "plans to set up in each community a local task force which will have joint responsibility along with the headquarters task force in New York of initiating and carrying out various phases of this ambitious program."

■ David E. Henes, promotion director for the *Detroit Free Press*, used a series of seven slides to illustrate that "notions plus motions equal promotions."

The *Free Press*, Mr. Henes explained, is making "two colors and black available to advertisers at an out-of-the-ordinary reasonable price. Spot color is sold by the *Free Press* for the one color premium plus $50.

"Instead of requiring three plates," Mr. Henes said, "it's printed with only two plates, as with one color spot ads. It's made possible through what we call the split fountain method.

"We use a Capco auxiliary fountain designed with a divider in the middle so that the colored ink is separated. A separator made by Dayton Rubber Co. is used on the form roller to keep the different colored inks from getting on the plates," he explained.

"This," Mr. Henes pointed out, "is a technique by which advertisers can achieve unusual effects with color at low cost. It's another demonstration of the flexibility of newspapers."

■ The concluding session of the three-day meeting heard Walton F. Deming, advertising director of the *Times Herald* and *News-Chronicle*, Vallejo, Cal., describe how "Sex Appeal Sextupled Our Local Auto Linage."

"To change a picture of lousy business with our car dealers," Mr. Deming said, "we improved our auto page and put showmanship into the open air auto show we sponsor each year on the downtown streets.

"We selected 13 apparel shops to co-partner the show and arranged for 13 really good looking models, each assigned a set of partners and named appropriately. The 13 auto dealers and apparel shop partners were sold individual 40-column-inch ads in a 28-page tabloid at full rate, with co-partners positioned on facing pages.

"The cover page of the tabloid," Mr. Deming continued, "was really an ad for the auto show and we peddled the back page to beauty shops and shoe stores. The jazzed up auto show was a roaring success . . . and in 1959 we showed a 659% increase in retail auto linage, which is still going up."

■ Methods of selling small space advertising were outlined by Kenneth Flood, advertising director, *San Diego Union-Tribune*, and Richard E. Bell, ad director for the *Daily World*, Wenatchee, Wash., outlined a variety of newspaper self-regulatory programs.

"A recent ANPA survey of 348 U.S. and Canadian dailies," Mr. Bell pointed out, "indicated a rejection of more than $6,000,000 worth of objectionable, exaggerated, misleading or fraudulent advertising during 1959."

This total, Mr. Bell said, represents less than two-tenths of 1% of the total annual advertising investment in newspapers. #

Cash-for-Stamps Law Now in Effect in California

Under a new state law now in effect, Californians will be able to demand cash in return for trading stamps. The law permits each company to set its own stamp value. The two largest stamp plans, S&H Green Stamps and Blue Chip, have set the value of one stamp at one-tenth of a cent.

The trading stamp companies must post bonds with the state to operate in California. Violations of the new law will be subject to fines of up to $1,000.

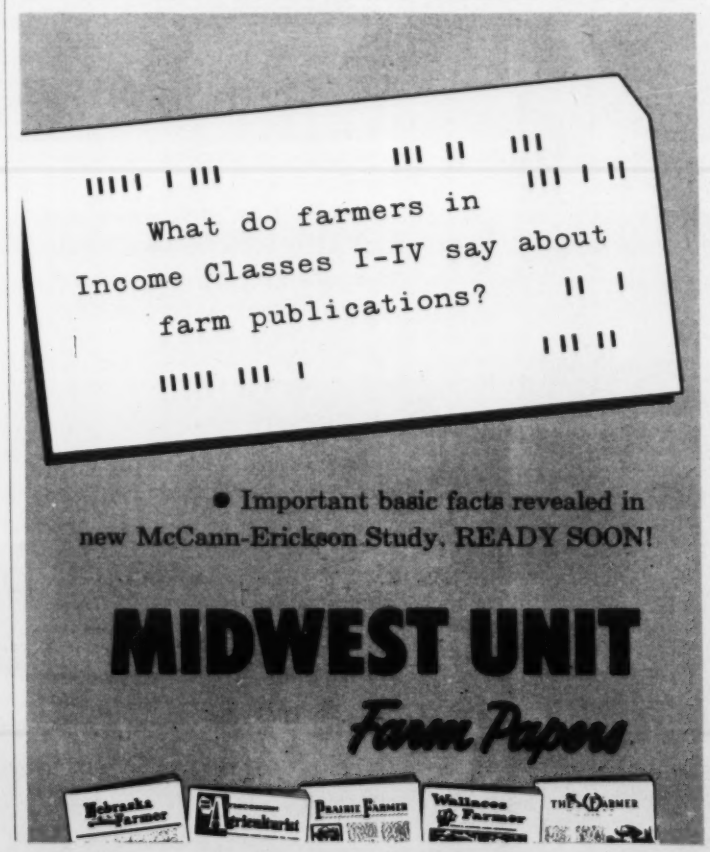
Blair Adds 2, Names Allen

WOKY, Milwaukee, and KCBQ, San Diego, both owned by Bartell Broadcasting Co., have named John Blair & Co. their national representative, effective Aug. 1. The stations have been handled by Adam Young Inc. Blair also has named Peter Allen, formerly with WXYZ-TV, Detroit, a sales executive in its Detroit office.

Rorer to Burdick & Becker

William H. Rorer Inc., Philadelphia ethical drug producer, has appointed Burdick & Becker, New York, to handle its advertising. Harvey & Thomas, Philadelphia, is the previous agency.

from a proud past
comes a...
FUTURE
UNLIMITED!
Everywhere you look in Montgomery you see progress. This new Air University Library at Maxwell Air Force Base, part of a $103,000,000 property and material investment at Maxwell, is the world's largest aerospace library. It is only one example of this area's vast growth. Expansion means opportunity . . . an opportunity to expand your sales in a million market. And WSFA-TV covers the area like no one else can.
WSFA-TV
NBC / ABC MONTGOMERY - CHANNEL 12
Represented by Peters, Griffin, Woodward, Inc.
The Broadcasting Co. of the South
WIS-TV Columbia, South Carolina



THIS IS THE COVER of the 28-page editorial supplement which appeared with the July 13th issue of Women's Wear Daily. The illustrated supplement reviews, in a story it has taken Women's Wear Daily 50 years to write, the highlights of fashion, retailing, and manufacturing in a truly momentous era. It also takes a bold look into the future, forecasting retailing in the year 2010. For a personal copy, please write Mr. Louis W. Fairchild, President, Fairchild Publications, 7 East 12th Street, New York 3, N.Y.

Watts Gets New RCA Duties

W. Walter Watts, group exec vp of Radio Corp. of America, has been assigned executive responsibility for three consumer products areas—the home instruments division, RCA Victor Distributing Corp. and distributor and commercial relations. P. J. Casella, formerly exec vp, consumer products, has been shifted from Cherry Hill, N. J., to New York for assignment in the international field.

Elkins Joins Travel Agency

Frank Elkins has been appointed director of sales promotion of Robson of England Travel Ltd., New York. Robson is a leading European travel agency with headquarters in London. Mr. Elkins, a *New York Times* reporter for many years, recently headed press relations for Ingemar Johansson, ex-world heavyweight boxing champion.

Reynolds Names Rakmil

Mike A. Rakmil, formerly vp and senior account supervisor of Stanfield, Johnson & Hill, Montreal, has joined Reynolds Aluminum Co. of Canada as general marketing manager.

Solenoid Names Balsam

American Solenoid Co., Union, N.J., has named Balsam Advertising, Pasadena, Cal., as its agency. The company makes rotary switches and other products.

NINE OUT OF TEN FAMILIES IN NASHVILLE READ ONE OR BOTH OF THESE NEWSPAPERS

Nashville Banner
PLAN $16 MILLION IN HOMES

THE NASHVILLE TENNESSEAN
MID-STATE GAINS NEW PLANT

Evening Morning • Sunday
NEWSPAPER PRINTING CORPORATION, Agent
Represented Nationally by THE BRANHAM CO.

Magazine Dollar Volume, 1st Half

Source: *LNA-PIB*

WEEKLIES & BI-WEEKLIES	1st Half, '60	1st Half, '59
Cue	$ 830,045	$ 682,637
Grit	505,627	591,719
Life	70,483,653	65,187,349
Look	27,802,101	20,724,151
New Yorker	9,443,134	8,466,463
Newsweek	14,106,791	12,437,955
Presbyterian Life	275,703	286,229
Reporter	151,409	87,842
Saturday Evening Post	56,229,090	46,766,399
Saturday Review	972,336	874,913
Sports Illustrated	7,315,857	5,582,949
TV Guide	5,664,024	4,548,102
Time	27,036,786	23,083,824
U. S. News & World Report	11,316,235	9,324,771
Total	232,132,791	198,645,303
MONTHLIES		
American Legion	650,675	683,283
Argosy	834,193	906,068
Atlantic	562,856	456,566
Coronet	2,281,245	2,019,088
Cosmopolitan	573,074	515,449
Ebony	1,424,878	935,499
Elks Magazine	276,294	251,385
Esquire	3,635,574	3,220,523
Gourmet	335,046	271,363
Harper's Magazine	481,683	343,564
Holiday	6,096,352	4,930,399
National Geographic	3,415,845	2,584,298
Playboy	916,397	542,330
Reader's Digest	17,619,777	17,354,443
Redbook	2,828,764	2,165,011
Saga	113,895	104,976
Sport	190,638	180,580
Town & Country	837,989	724,453
True	2,075,378	2,325,299
Total	45,150,553	40,514,577
WOMEN'S		
Bride's Quarterly	990,689	957,281
Everywoman's Family Circle	6,807,423	5,412,907
Good Housekeeping	11,115,589	11,196,690
Ladies' Home Journal	14,238,235	15,782,298
McCall's	14,339,578	9,581,398

	1st Half, '60	1st Half, '59
Modern Bride	565,373	523,466
Parents' Magazine	4,245,123	3,594,361
Seventeen	3,263,690	2,969,623
Woman's Day	5,094,759	3,268,453
Total	60,660,459	53,286,477
HOME		
American Home	4,614,731	4,665,406
Better Homes & Gardens	15,306,575	13,757,851
Flower Grower	782,424	692,886
House Beautiful	3,640,030	3,337,401
House & Garden	2,516,696	2,017,323
Living for Young Homemakers	2,237,655	2,069,002
Sunset Magazine	3,836,481	2,915,307
Total	32,934,592	29,455,176
FASHION		
Glamour Charm	*3,030,983	1,700,952
Harper's Bazaar	2,486,087	2,335,246
Mademoiselle	1,862,644	1,601,622
Vogue	4,231,260	3,363,809
Total	11,610,974	9,001,629
MOVIE-ROMANCE-RADIO-TV		
Dell Modern Group	556,383	436,907
Modern Romance non-group	355,093	334,414
Modern Romance total	577,646	509,177
Modern Screen non-group	148,117	143,512
Modern Screen total	398,490	335,751
Screen Stories non-group	24,655	24,243
Screen Stories total	108,114	94,148
Fawcett Women's Group	429,185	367,620
Motion Picture non-group	65,297	54,217
Motion Picture total	239,116	196,281
True Confessions non-group	311,312	318,767
True Confessions total	566,678	546,323

Complete YOUR SELLING PICTURE

MAGAZINES
RADIO
TRADE PAPERS
POINT OF SALE
NEWSPAPERS
DIRECT MAIL
OUTDOOR
TV

Winner 1960 Chicago Federated Advertising Club Award for Permanent Counter Display

Scripto A 675 Service Station produced by AMD

with an Ad Metal MERCHANDISING DISPLAY

Shelving your product at the point of sale can be mighty expensive. You can lose your investment in other media and your opportunity to increase sales.

An Ad Metal merchandiser, custom-designed for your product, can close the sales your other advertising has opened.

Let AMDCO help put your product in Selling Position.

ADVERTISING METAL DISPLAY CO

CHICAGO 50 • 4821 West Nineteenth Street / Bishop 2-1242
NEW YORK 36 • 11 West 42nd Street / LOngacre 4-8255

Send for full color brochure showing how successful merchandisers use Ad Metal Displays to close more sales . . . more profitably.

Ad Clinic #18

(a transparent device to get you to read this Sheraton ad)

by A. Expert

Watch your grammar

Here's a case of good headline spoiled by just one word.

Should be "quickly" instead of "quick."

We're both wrong. Should be "quickest." Actually, Sheraton makes and confirms hotel reservations anywhere — electronically — in *just 4 seconds* with its wonder machine, *RESERVATRON*. All you do is phone the nearest Sheraton Hotel or reservation office. To show us how this ad pulls, send for free, 104-page booklet that's just chock-full of info on Sheraton's 54 hotels. Write: **Sheraton Corp., Ad Age Ad #18, 470 Atlantic Ave., Boston, Massachusetts.**

	1st Half, '60	1st Half, '59
True Story Women's Group ..	989,675	1,115,872
Photoplay non-group ..	419,784	536,646
Photoplay total	631,576	772,130
TV Radio Mirror non-group ..	24,662	34,998
TV Radio Mirror total	157,278	174,584
True Experience non-group ..	25,331	28,702
True Experience total	78,773	92,272
True Love non-group ..	25,201	29,389
True Love total	78,643	92,959
True Romance non-group ..	38,390	54,479
True Romance total	135,378	170,462
True Story non-group ..	2,550,315	2,559,212
True Story total	2,991,711	3,056,892
Total	5,963,400	6,038,978
Dell Modern Group	1,084,250	939,076
Fawcett Women's Group	805,794	740,604
True Story Women's Group ..	4,073,359	4,359,299
BUSINESS		
Business Week ..	10,891,990	8,874,482
Dun's Review & Modern Industry	912,771	842,023
Forbes	1,178,797	1,035,564
Fortune	6,098,551	4,715,411
Harvard Business Review	168,203	133,164
Nation's Business	1,781,310	1,540,663
Total	21,031,622	17,141,307
YOUTH		
American Girl ..	362,051	350,986
Boys' Life	1,153,659	1,068,057
Scholastic	1,424,254	1,215,883
Total	2,939,964	2,634,926
OUTDOOR & SPORTS		
Field & Stream	1,862,468	1,715,125
Outdoor Life	1,676,640	1,714,477
Sports Afield	1,525,254	1,636,064
Total	5,064,362	5,065,666
MECHANICS & SCIENCE		
Mechanics Illustrated	983,776	996,014
Popular Mechanics	2,190,189	2,127,561
Popular Science	1,894,332	1,905,623
Total	5,068,297	5,029,198
FARM		
Capper's Farmer	779,510	1,449,695
Farm Journal	6,568,167	6,360,817
Progressive Farmer	3,738,814	3,575,109
Successful Farmer	3,057,785	2,729,976
Total	14,144,276	14,115,597
NEWSPAPER SECTIONS I		
American Weekly	5,861,340	9,265,865
Family Weekly	4,154,275	4,914,198
Parade	12,082,659	13,478,171
This Week	21,079,197	22,161,499
Total	43,177,471	49,819,733
NEWSPAPER SECTIONS II		
First 3 Markets	4,751,235	4,387,265
New York Times	6,690,724	5,333,405
Total	11,441,959	9,720,670
Magazines Total	436,701,290	380,928,834
% Change	+14.6%	
Sunday Supplements Total	54,619,430	59,540,403
% Change	—8.3%	
TOTAL	491,320,720	440,469,237

*The 1959 figures for Glamour Incorporating Charm represents Glamour's total only. Last year's figures for Charm were $1,771,667.

Copyright by Publishers Information Bureau Inc. June 1960. #

Hartford, Watson Named NBP Committee Chairmen

Robert L. Hartford, publisher of *Machine Design*, Cleveland, has been named chairman of the committee on circulation auditing practices of National Business Publications. B. P. Mast Jr., president of Conover-Mast Publications, New York, is vice-chairman.

David R. Watson, president, Watson Publications, Chicago, has been named chairman of the NBP committee on public relations. Vice-chairman is Russell L. Putman, president, Putman Publishing Co., Chicago.

WGAR Names Ward

James K. Ward, formerly of the promotion department of the *Cleveland Plain Dealer*, has been named sales promotion manager of WGAR, Cleveland. He succeeds Dale F. Palmer, who will be in charge of national sales for WGAR.

Gideon Joins Pitluk

William L. Gideon, formerly of Cunningham & Walsh, San Francisco, has joined Pitluk Advertising Co., San Antonio, as an account executive.

CLEVELAND

WJW TV

MORE MOVIE AUDIENCE THAN ANY OTHER STATION!

CBS

the **STORER** *station backed by 33 years of responsible broadcasting* • CALL KATZ

A GREAT NEW COMBO

The Grand Rapids Press

COMBINATION RATE

Here's sweet new music. Now you can reach more customers in the big, rich Grand Rapids market at a new, low cost. For a combined rate of only 60¢ a line, you can now join the 124,170 daily Press circulation to the 83,671 Sunday Press circulation, for a grand total circulation of 207,841. Result: An over-all savings of 13¢ per line, or a discount of nearly 18%.

No other medium can cover the expanding Grand Rapids market as effectively and economically as the Grand Rapids Press. Grand Rapids is the wholesale and retail distribution center for the entire 23-county West Michigan area. Effective buying income of the 990,800 persons in this huge market is $1.5 *billion*. The Press reaches 9 out of every 10 homes in metropolitan Grand Rapids and 4 out of 10 homes in all of West Michigan.

See your Booth Michigan Newspaper representative today for full details about this new combination rate and put the Grand Rapids Press on your schedule. It deserves *top billing* in your next advertising campaign.

207,841 CIRCULATION*

COMBINED EVENINGS AND SUNDAY

FOR ONLY **60¢** PER LINE

ROP COLOR AVAILABLE IN COMBINATION, TOO!

One color and black advertising will be accepted on a combination-rate basis for 75¢ per line . . . 1,000 line minimum.

*Publisher's statement: 6 mos. ending March 31, 1960

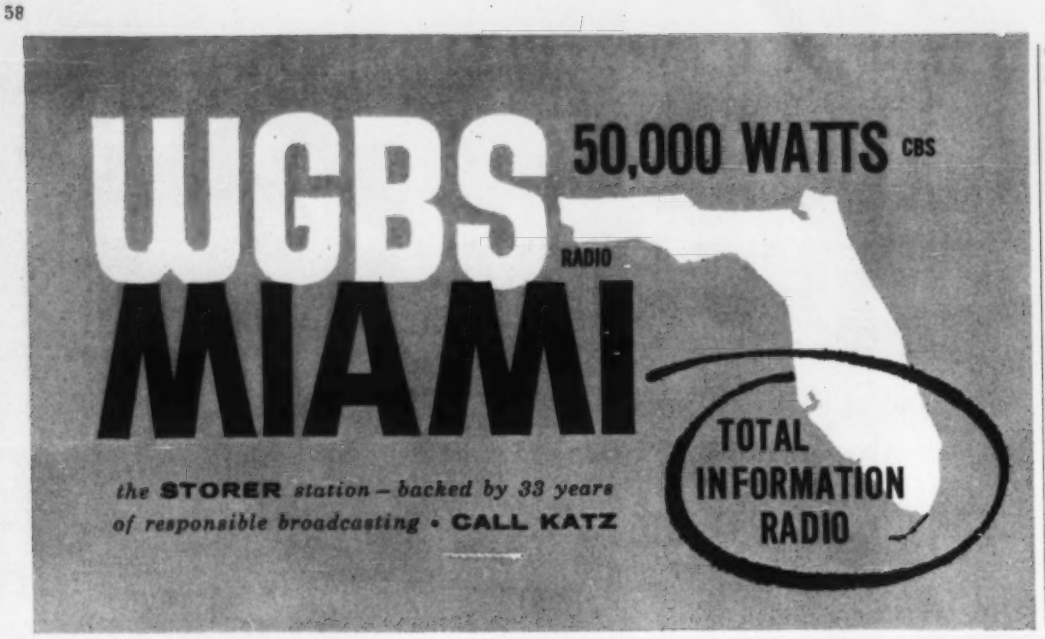
Grand Rapids . . . the Distributing Center of Western Michigan

THE GRAND RAPIDS PRESS

EVENING • SUNDAY

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper



Canada Poster Group Names Latchford; Adds Boone

James C. Latchford, manager of the contact department of E. L. Ruddy Co., Toronto, has been named president of the Poster Advertising Assn. of Canada.

The association has franchised a new company, Boone Outdoor Advertising Ltd., St. John's, Newfoundland. It is associated with E. C. Boone Advertising Ltd.

Tushaus Joins Hall, Haerr

William Tushaus has joined Hall, Haerr, Peterson & Harney, Peoria, Ill., as an account executive. He formerly was advertising manager of *Water Well Journal*, Urbana, Ill.

Wollman Joins Rudin & Roth

Lewis B. Wollman, formerly vp of Alan Berni & Associates, has been named director of marketing of Rudin & Roth, New York, hosiery manufacturer.

Chesser Campbell, 'Chicago Tribune' Publisher, Dies

CHICAGO, July 12—Chesser M. Campbell, who rose through the advertising ranks to become publisher of the *Chicago Tribune*, died Sunday, apparently of a heart attack, while on a fishing vacation in Baie Comeau, Que. He was 62.

Mr. Campbell joined the *Tribune's* classified advertising staff in 1922. He moved up to become advertising manager from 1935 to 1949. In 1955 he became president of the Tribune Co. and publisher of the *Tribune*.

Chesser M. Campbell

Mr. Campbell first entered the newspaper business as a news and advertising representative in Sault Ste. Marie, Mich., for the *Star*, Sault Ste. Marie, Ont.

■ After service in the Navy as an ensign in World War I and graduation from the University of Michigan, he became a subscription salesman for the Paris edition of the *Chicago Tribune* in 1921. The following year he joined the classified ad staff in Chicago.

In 1927, after working as a salesman in the classified, retail and general advertising departments, Mr. Campbell was promoted to manager of the eastern division of the *Tribune's* general advertising department in New York. He returned to Chicago as classified ad manager in 1929. Three years later he became assistant ad manager, and in March, 1935, was named advertising manager.

■ During his tenure as ad manager, from 1935 to 1949, *Tribune* advertising volume rose from 17,854,712 lines to 41,573,250 lines.

In 1939 he was also placed in charge of advertising for WGN radio station, a Tribune Co. property, and from 1944 to 1947 supervised the operation of the station while still ad manager of the *Tribune*.

He relinquished his ad post in 1949, continuing as treasurer of the Tribune Co., a position to which he was elected in 1946. He became vp in May, 1951.

■ When Col. Robert R. McCormick died in April, 1955, Mr. Campbell was named an executor of the will, along with J. Howard Wood, business manager, and W. Don Maxwell, managing editor.

Mr. Campbell was then elected president of the Tribune Co., and a month later was elected publisher of the *Tribune*.

He was a past director and vp of the Newspaper Advertising Executives Assn., a past director of the Bureau of Advertising, American Newspaper Publishers Assn., a past director of the ANPA, and from 1944 to 1949 was a director of the Mutual Broadcasting System.

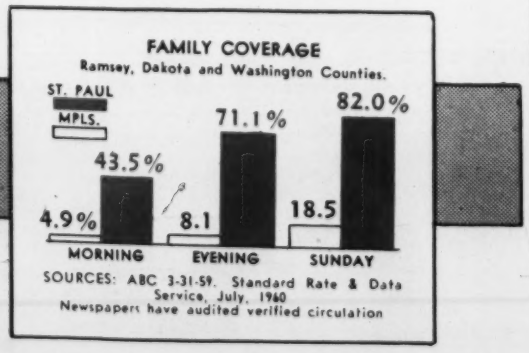
During his service with NAEA he is credited with devising the sales plan which led to the slogan, "All business is local." #

THE 14th MARKET IS "TWINS"

The St. Paul Dispatch-Pioneer Press offers exclusive blanket coverage . . . no other newspaper reaches the St. Paul "Half"

ST. PAUL DISPATCH
A RIDDER NEWSPAPER
PIONEER PRESS

Representatives RIDDER-JOHNS, INC.
New York—Chicago—Detroit—Los Angeles—San Francisco—St. Paul—Minneapolis



Hans Wilsdorf, Rolex Founder, Dies at 79

GENEVA, July 12—Hans Wilsdorf, 79, a pioneer in the Swiss watch industry, died here July 6. Mr. Wilsdorf, founder and president of Rolex Watch Co., was credited with the development of the first wrist watch that kept accurate time.

Under Mr. Wilsdorf's direction, Rolex became one of the leading watch advertisers in the world. Rolex advertising has consistently

accented the hazardous conditions under which its watches would function.

For example, in 1927, when Rolex introduced the first waterproof watch, Mr. Wilsdorf arranged to have an English stenographer, Mercedes Gleitze, wear the timepiece while she swam the English Channel. This event was announced by Rolex in an unprecedented full-page ad on the front page of the *Daily Mail* of London.

■ Rolex advertising since World War II has featured similar events —many of them drawn from letters sent to the company by proud Rolex owners.

The name, Rolex, was an invention (registered in 1886) of Mr. Wilsdorf. He wanted a name that would be pronounced the same in all languages and one that would have five letters or less to make it eligible for cheaper cablegram rates.

MARGARET HOLLAND

NEW YORK, July 12—Margaret Holland, 67, eastern advertising representative for *Extension*, a Catholic monthly, died here July 9. Miss Holland had been with the magazine since 1941. She previously spent 20 years with the advertising department of the *New York Herald Tribune*.

ALVA A. TOGESEN

DETROIT, July 12—Alva A. Togesen, 60, former marketing vp for Bulldog Electric Products, was killed in an automobile accident here July 8.

Mr. Togesen had been a manufacturer's representative here for several years, after spending 27 years with Bulldog Electric.

DeFOREST E. MUTH

BUFFALO, July 12—DeForest E. Muth, 65, president of Edward A. Muth & Son, advertising novelty dealer, died here July 3 after a long illness. He joined the Muth company in 1922.

LEO J. STAHL

WEVERTOWN, N. Y., July 12—Leo J. Stahl, 72, a retired art director for agencies and magazines, died last Wednesday in West Palm Beach, Fla.

Mr. Stahl organized the art department of *Machinery* in the 1920s, was art director of *Charm* from 1937 to 1940, and for 10 years was art director and partner in Niagara Lithograph, maker of point of sale displays. Two of his displays won awards at the National Art Directors shows.

He retired a year ago from *The Northeastern Logger*.

MERRITT L. ASELTINE

SPRINGFIELD, MASS., July 12—Merritt L. Aseltine, 96, circulation manager of the *New England Homestead Magazine* for many years, and later eastern circulation manager of *Farm Journal* magazine, died here July 7. He ran for lieutenant-governor of Vermont in 1912 on the Bull Moose ticket.

QUANTITY
Photos Sell
MODELS

They couldn't mail a Model, so they sent a glossy photo. If *you* can't send your product, send a photo.

8 x 10 GLOSSY PHOTOS **9½¢** EACH (in lots of 100)

QUANTITY Photos will sell for you, because they are QUALITY Photos.

8 x 10 GLOSSY PHOTO PRICE LIST

Number	12	25	50	100
Price ea.	20c	15c	12c	9½c

Write for complete Price Catalog

QUANTITY PHOTO CO.
119 W. Hubbard St. • Chicago 10, Ill.
Telephone SU 7-8288

In Los Angeles — a city without limits — 59.04% of the people counted as part of the market live outside the city proper.

They live in the thriving suburban communities which make up the Greater Los Angeles Market.

That's why the Copley Newspaper Group is so essential to your complete and effective coverage of "hometown" Los Angeles. The Group includes eight dailies, plus their 15 supplementary weeklies, serving 31 key communities. Combined circulation: 444,526.* The entire Group is yours with one order, at one discounted rate: $1.44 a line.

For details, ask any office of the WEST-HOLLIDAY CO., INC.

* Circulation total (January 1960) includes 106,081 ABC Daily Paid; balance Guaranteed Controlled Circulation.

"The Ring of Truth" Copley Newspapers

GREATER LOS ANGELES GROUP

ALHAMBRA POST-ADVOCATE · El Monte Post-Advocate · Alhambra Post-Advocate Shopper
BURBANK DAILY REVIEW · Burbank Review Shopping News
CULVER CITY STAR-NEWS & VENICE EVENING VANGUARD · Culver-Palms Advertiser · Mar Vista Advertiser · Venice Advertiser · Baldwin Hills Advertiser
GLENDALE NEWS-PRESS · Glendale News-Press Shopper
INGLEWOOD DAILY NEWS * · Hawthorne Citizen · Lennox Citizen · Westchester Citizen
MONROVIA DAILY NEWS-POST · Monrovia-Duarte News Advertiser
SOUTH BAY DAILY BREEZE (Redondo Beach, Palos Verdes, Torrance, El Segundo, Manhattan Beach, Hermosa Beach) · South Bay Breeze Advertiser · South Bay Breeze Peninsula Advertiser
SAN PEDRO NEWS-PILOT · San Pedro News-Pilot Advertiser
* Included in the Group Buy, but not members of the Copley organization

NEED A REAL PRO FREE LANCE COPY WRITER?
Phone AD PRO YU 6-2978

Copy, campaigns, sales promotion. In fashions, textiles, cosmetics, children's wear, home furnishings. National, trade, direct mail.

Canadian Agency Man Forms Overseas Investment Company

Paul Greenberg, co-chairman of the Canadian advertising agency, Stanfield, Johnson & Hill, has announced the formation of a new company, Canadian Overseas Ventures Ltd., which will "seek out potentially profitable areas of European investment for Canadian money, technical knowledge and marketing skills."

Mr. Greenberg, who recently returned from an eight-month tour of Western Europe, said direct investment is the only way Canadians can hope to share in the rapidly expanding markets of Europe. The new company will be capitalized at $1,000,000 and plans to enter into partnerships with small and medium-size operations in the consumer products field.

Chase Direct Mail Moves

Chase Direct Mail Service, New York, has moved its plant and offices to bigger premises at 305 E. 45th St.

IN 4 STATION DETROIT
36 FIRSTS
5 SECONDS – 1 THIRD out of 42 QUARTER HOURS
7:30 AM TO 6 PM
CALL KATZ
FIRST OVERALL SIGN-ON TO SIGN-OFF
FIRST IN FIVE OF SIX 3-HR CATEGORIES · 6 AM TO MIDNIGHT
NEILSEN APR. 1960

DETROIT
11 YEARS OF LEADERSHIP IN THE NATION'S 5th MARKET
WJBK-TV
the **STORER** *station backed by 33 years of responsible broadcasting*

Scorches NAEA Meeting . . .

Treat Us Better or Lose $22,500,000 in Business, Movie Exec Warns Dailies

Lazarus Hits Unfair Rates, Censorship of Ads, Poor Editorial Treatment

SAN FRANCISCO, July 12—A motion picture executive today talked tough to newspaper advertising people.

Paul N. Lazarus Jr., vp of Columbia Pictures, told the summer convention of the Newspaper Advertising Executives Assn. that newspapers:

- Discriminate against movie advertisers with their amusement rate structures.
- Do an inadequate job of covering the motion picture field.
- Censor perfectly legitimate ads for movies.

■ Mr. Lazarus, representing the member companies of the Motion Picture Assn. of America, advised that the industry is in no mood to stand still for this. He pointed out that motion picture producers now spend $22,500,000 annually in newspapers and could easily switch their money into radio and television.

"Yes," he warned, "your industry must wake up to the fact that you're going to have to fight to keep your share of the motion picture advertising dollar. The assured budget is a thing of the past. Certain pictures cry for radio and tv coverage—and based on our experience of recent years, they're going to get it even if the newspaper schedules have to suffer."

■ Mr. Lazarus described the amusement rate structures of newspapers as "attuned to the dark ages." He said the amusement rate "goes back to the days of the traveling road-show, the one-night stand and the advance man who came into town, set up a campaign and took off into the night leaving a trail of broken hearts, deflowered farmers' daughters and unpaid newspaper bills.

"Because the newspapers found that the shows—and the movies—were buying directory space and not display, and because, on more than rare occasions, there was an uncollectable bill, and because a certain amount of free editorial space was given to the theatrical attraction, a premium rate was charged. And because it was an infant, struggling, speculative business, show business held still

McKESSON
PAY FOR ONE . . . GET TWO . . . DOUBLE YOUR DOLLARS' PURCHASING POWER!
Take full advantage of this mammoth sale of the finest drug products you can buy—products by McKesson!
It's your big opportunity to stock up on top-quality items no home should be without. And you get two for the price of one!
BUT TIME IS LIMITED! Your favorite neighborhood drug store can feature this unusual offer only from April 21st through May 7. Don't miss it!
FREE! A WESTINGHOUSE AUTOMATIC ELECTRIC FRY PAN is being given away in every one of these stores during the sale. Stop in—you might be a lucky winner!
Look for the triangular window sign below—and the McKesson 2 for 1 Sale pennants. Any drugstore displaying them is one you can count on for quality—quality products by McKesson, a trusted name since 1833. Act now—and DOUBLE YOUR DOLLARS' PURCHASING POWER!
TARTAN LIP POMADE
SHAVING LOTION
2 FOR 50¢
2 FOR 59¢
43¢
V.A. PERSONAL HYGIENE
2 FOR 69¢
VITAMIN A CAPSULES
Ask at your favorite Drug Store
SOLD

for the 'amusement rate.'

■ "But, gentlemen, we no longer find the 'amusement rate' a source of amusement. The motion picture distributors and exhibitors—we who distribute the film and the theater operators who play it—are no longer fly-by-night operations. We are sound, stable, publicly-held stock corporations who can and do pay our bills promptly. We are purchasers of major display space in quantities comparable to department stores or any national advertiser.

"And yet—on the average—local amusement rates run about 25% higher than local retail rates. Why, gentlemen, why this discriminatory rate structure? It is based neither on the logic of linage nor on the tradition of insolvency. No, it is an archaic, vestigial remnant of the past, as dated and unsafe as a Kitty Hawk airplane."

■ In addition to being socked with premium rates at the local level, Mr. Lazarus complained, the motion picture advertisers find that the national amusement rates of newspapers run from 10% to 21% higher than rates in other categories. "That," he commented, "gives us a full set of inequities."

He explained that the reason movie companies do not buy much national newspaper space—$238,000 in 1959 against $2,127,000 bought by radio and television stations, according to Media Records figures—is that "in 113 out of 120 cities, it's cheaper for us to buy at the local rate—even at the ridiculous premium we are charged."

■ Mr. Lazarus added, however, that he wanted to set the record straight on this point. "Do you know what my company's share of cooperative newspaper advertising expenditures was during the first nine months of this fiscal year?" he asked. "A mere $2,000,000. In other words, just one motion picture company in nine months spent almost as much in cooperative newspaper advertising as the entire radio and tv industries combined spent in national newspaper advertising.

"And we at Columbia have no patent on money-spending; to find out what the industry spent you have to add the expenditures of Warner Bros., Paramount, MGM, 20th Century-Fox, Universal, Allied Artists and United Artists. Our figures indicate that combined newspaper cooperative expenditures would run close to $22,000,000. Add to this some $500,000 in national newspaper advertising and an estimated $12,000,000 of theater advertising expenditures and the total hits a tremendous $35,000,000."

■ Mr. Lazarus charged that newspapers are giving a better editorial break to television than to motion pictures. He cited a recent survey by the Council of Motion Picture Organizations, which showed that among 160 leading newspapers, 33% do not review new movies for their readers. He said that 44% of the nation's major newspapers devote more editorial space to tv than to movies, compared to the 32% which give the edge to motion pictures.

"And what about the advertising volume?" he asked. "Only 5½% of the papers checked carried more tv advertising than motion pictures. And 63% carried more picture advertising than tv.

"I realize that editorial space is not awarded on the basis of advertising volume. I know full well that public interest is the primary criterion. But, given two entertainment media of equal public appeal, does it seem right that the lesser advertiser should receive the greater attention? Particularly when it is an advertising medium competing fiercely with you for the motion picture dollar." #

Driving Campaign to Basford

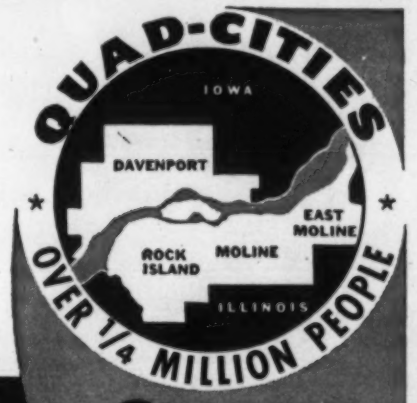
G. M. Basford Co., New York, is the new volunteer advertising agency for the Advertising Council's Stop Accidents campaign conducted for the National Safety Council. For the past five years, Campbell-Ewald Co. has handled the campaign. Basford also has named both James Murphy, group manager in charge of industrial products in the pr department, and Albert Welge, group manager in the copy department, vps.

W. Hagen Jr. to 'Golf'

Walter Hagen Jr., formerly with *Sports Afield*, has joined *Golf*, New York, as advertising director, a new post.

Newspapers sell big in the Quad-Cities. To Sell the larger Illinois side, use the Argus and Dispatch.

56% of Quad-Citians live on the Illinois side.



THE QUAD-CITIES' LARGEST COMBINED DAILY CIRCULATION

THE MOLINE DISPATCH
THE ROCK ISLAND ARGUS

NATIONAL REPRESENTATIVE — THE ALLEN-KLAPP CO.

3RD LARGEST MARKET IN ILLINOIS-IOWA

ADVERTISED IN

by LIFE

"When we decided to launch the first 2 for 1 sale in our company's history, the only national advertising medium we used was LIFE," says Herman C. Nolen, President of McKesson & Robbins, Inc. What happened?

"We could not supply enough merchandise to the more than 5000 participating drug stores during this giant sale," says Henry H. Henley, Jr., Executive V.P. "A very successful promotion, sales were far beyond our expectations. LIFE's huge national circulation and the support and enthusiasm of our salesmen assured lots of buying activity at the local level for our Sales Department and our friends, the retail druggists."

PHOTO REVIEW

Towne Hoffman Dix

THE NEW MEN—*New officers of the Industrial Advertising Research Institute get acquainted and discuss plans for the coming year. Harold W. Hoffman, assistant director of advertising of U. S. Steel, is board chairman. Others are Arthur H. Dix, Conover-Mast Publications, re-elected secretary, and Robert D. Towne, W. L. Towne Co., treasurer. Not shown is Robert W. Boggs, Union Carbide Plastics Co., re-elected vice-chairman.*

Caldwell Grayson Erickson Blair DeMattheis

EGGHEADS—*Wally Erickson, KFRE, Fresno, and president, National Assn. of Radio & TV Farm Directors, receives a gift basket of hard-cooked eggs from two coeds of Fresno State College—Toni Blair and Jeannine DeMattheis—at the association's convention in Fresno. "Golden Goodness of Eggs" is a year-round campaign theme used by Hess & Clark, division of Vick Chemical Co., Ashland, O., to boost egg consumption. Looking on are Malcolm Caldwell, director, California Egg Council, and Herb Grayson, Klau-Van Pietersom-Dunlap, Milwaukee, Hess & Clark's agency.*

Scofield Tharp Flynn Young McClure

Tomei Davis Manzer

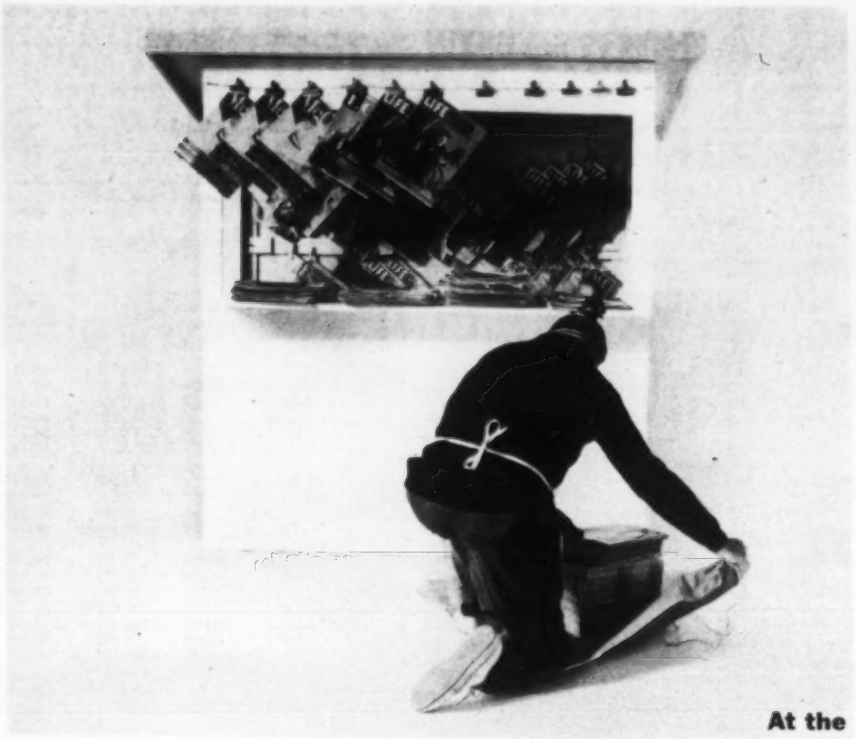
Daniels Moloney Shanahan

AT NAEA MEET—*Attending the recent summer meeting of the Newspaper Advertising Executives Assn., San Francisco, were Russell E. Scofield, advertising director, Miami Daily News and NAEA exec vp; Melvin E. Tharp, advertising director, Columbus Dispatch, newly-named NAEA 2nd vp; Carl P. Flynn, retail advertising manager, Tulsa Tribune; Russell W. Young, advertising manager, Seattle Times, NAEA president, and J. Warren McClure, business manager Burlington Free Press, NAEA 1st vp; Felix J. Tomei Jr., Chicago Tribune; Harold Daniels, Milwaukee Journal; Herbert W. Moloney, president, Moloney, Regan & Schmitt, New York; Robert H. Shanahan, ad director, Denver Post; Charles J. Davis Jr., manager of sales development, Providence Journal, and Harold V. Manzer, ad director, Portland Oregonian.*

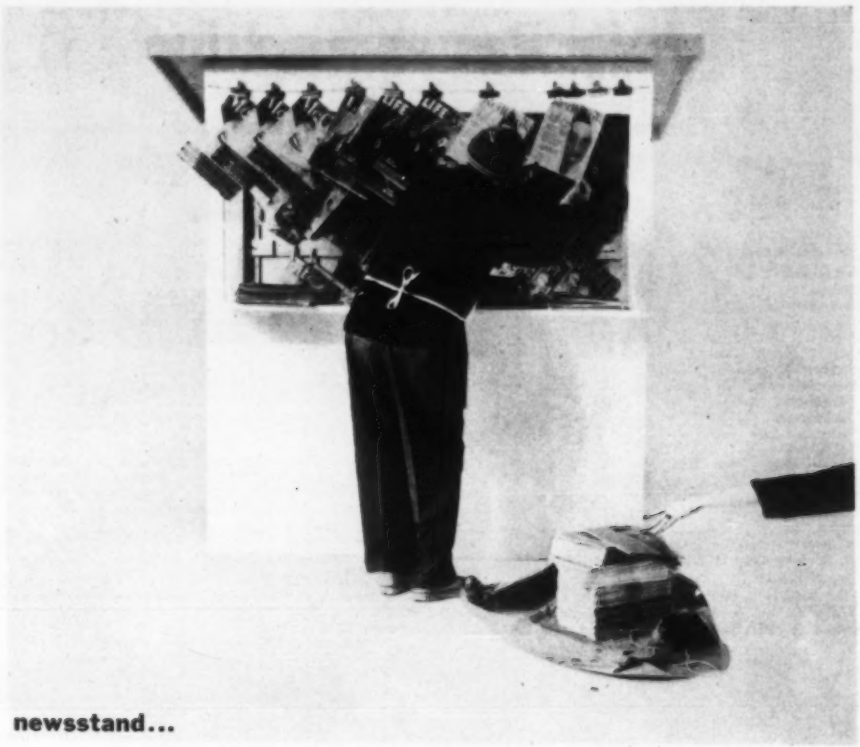
Barnhill Giles Wagner Mossberger Herman Sykes

Flood Heindel Stickles Johnson Butler

MEETERS—*Newspaper execs at the NAEA meeting were Lester R. Barnhill, general ad manager, Miami Herald; Manford K. Giles, general ad manager, Detroit News; Cyrus A. Wagner, advertising director, Dallas Morning News; Harold W. Mossberger, advertising director, Houston Chronicle; Laurence T. Herman, advertising director, Detroit News; William F. Sykes, advertising director, Oklahoma City Oklahoman & Times; Kenneth Flood, ad director, San Diego Union-Tribune; Vance Stickles, Los Angeles Times; J. H. Butler, general manager, Houston Chronicle; Louis E. Heindel, ad director, San Jose Mercury & News, and Lyle A. Johnson, San Francisco Chronicle.*



At the newsstand...



Redbook is the magazine...

to watch!

You may be surprised to learn that Redbook sells more copies each issue at the newsstand than Good Housekeeping, Better Homes and Gardens, Look or Life. Another surprise: guaranteed circulation has jumped 55% in five years. With July we are at 3,100,000. No surprise: advertisers are flocking, because Young Adults need more of everything, need it now—and Redbook has the highest percentage of Young Adult readers of any mass magazine. We booked as much business in the first four months of '60 as in all of '59. If you can't say the same, call us. We'll show you how we did it. Redbook...The Magazine for Young Adults.

Another exciting publication of THE McCALL CORPORATION, *230 Park Avenue, New York 17, N.Y., MUrray Hill 6-4600—and Chicago, Boston, Los Angeles*

July Pages and Linage in Consumer Magazines

Current and Year-to-Date Figures for U.S., Canadian and Foreign Publications Reporting to Advertising Age

Weeklies, Bi-Weeklies, Semi-Monthlies (June)

	Pages				Lines			
	June 1960	June 1959	Jan.-June 1960	Jan.-June 1959	June 1960	June 1959	Jan.-June 1960	Jan.-June 1959
Commonweal	14.6	12.9	113.1	117.8	6,132	5,418	47,502	48,576
Cue	71.3	68.5	446.4	405.3	30,601	29,386	191,543	173,954
Down Beat	41.2	45.7	267.7	271.5	17,290	19,194	112,434	114,044
Grit	22.2	26.0	130.0	173.8	22,202	26,012	129,955	173,766
†Life	288.5	377.9	1,758.4	1,784.8	196,203	256,968	1,195,736	1,213,730
Look	153.2	119.3	787.1	650.3	104,142	81,151	535,214	442,218
†Newsweek	243.9	275.8	1,514.1	1,516.2	102,438	115,836	635,922	636,804
§New Yorker	352.6	307.0	2,560.6	2,330.5	151,257	131,720	1,098,470	999,795
‡National	346.1	298.3	2,507.3	2,273.0	148,497	127,957	1,075,629	975,114
‡Sectional	23.0	31.3	189.1	200.7	9,856	13,438	81,124	86,118
Presbyterian Life	9.1	11.3	79.8	90.5	3,826	4,777	33,591	38,060
The Reporter	35.5	16.3	215.8	122.1	14,926	6,848	90,658	51,288
Saturday Evening Post	253.0	231.8	1,535.7	1,407.7	172,065	157,618	1,044,291	957,223
Saturday Review	62.9	79.3	582.4	582.8	26,406	33,292	244,569	244,717
††Sporting News	28.0	30.1	105.5	139.8	30,368	32,609	114,464	151,726
††*Sports Illustrated	165.7	167.9	1,082.5	796.9	69,612	72,077	412,666	341,515
†Time	241.9	267.2	1,596.3	1,491.3	101,594	112,205	670,460	626,353
TV Guide	46.6	38.5	329.0	294.9	8,484	6,998	59,869	53,657
†U. S. News & World Report	249.6	259.5	1,504.2	1,367.6	104,832	108,990	631,764	574,392
Total Group	2,279.8	2,335.0	14,608.6	13,543.8	1,162,378	1,201,099	7,249,108	6,841,818

‡Not included in totals. §Total represents national advertising plus sectional at reduced decimal equivalent. *These figures adjusted for and including regional space. †Four issues June 1960; five issues June 1959. ††Five issues June 1960; four issues June 1959. ‡Changed from 429-line page to 420-line page January 1960.

Women's

	Pages				Lines			
	July 1960	July 1959	Jan.-July 1960	Jan.-July 1959	July 1960	July 1959	Jan.-July 1960	Jan.-July 1959
†Bride & Home	109.3	90.7	328.0	231.5	69,123	57,445	207,377	146,452
*†Bride's Magazine	185.8	191.6	570.9	557.9	117,426	121,091	360,809	352,593
Everywoman's Family Circle	34.7	46.6	336.7	302.0	14,886	19,991	144,444	129,558
Good Housekeeping	57.3	74.2	617.1	689.0	24,594	31,848	264,752	295,571
Ladies' Home Journal	60.5	64.7	542.6	620.7	41,154	43,976	368,948	422,097
McCall's	61.5	51.7	594.9	432.3	41,821	35,138	404,564	293,975
††Modern Bride	109.9	111.0	410.3	425.5	69,444	70,152	259,291	268,922
§Parents' Magazine:								
‡National Edition	39.7	39.6	442.1	397.4	17,035	16,985	189,643	170,488
Metropolitan New York Ed.	45.9	43.9	486.9	436.4	19,682	18,839	208,841	187,183
Pacific Mountain Edition	40.1	42.3	453.0	413.6	17,220	18,124	194,312	177,408
Seventeen	54.8	48.6	730.1	667.3	37,256	33,026	496,446	453,752
Woman's Day	29.5	31.5	278.8	259.5	12,658	13,229	119,591	111,339
The Workbasket	27.4	26.1	253.8	260.5	5,388	5,133	49,760	51,070
Total Group	856.4	862.5	6,045.2	5,693.6	487,687	484,977	3,268,778	3,060,408

†Published quarterly in January, April, July and October. Figures shown are for July issue. *Includes sectional linage prorated to circulation of regular editions. ††Published bi-monthly; figures shown are for July issue. §Includes Shopping Scout Section and School & Camp linage. ‡Includes sectional linage prorated to circulation of regional editions and the average decimal for Chicopee Mills partial run.

General

American Forests	9.1	11.4	117.3	96.6	3,822	4,788	49,266	40,572
American Legion	12.6	16.2	103.2	111.9	5,279	6,832	43,349	47,007
Argosy	13.6	16.6	126.3	151.2	5,846	7,127	54,167	63,831
Atlantic	34.1	20.5	334.9	272.1	14,328	8,603	140,680	114,340
Christian Herald	17.6	15.7	221.6	233.6	7,577	6,761	95,221	100,199
Columbia	5.4	6.8	64.9	76.1	2,245	2,874	27,256	31,995
Coronet	40.0	32.0	403.0	326.5	7,200	5,760	72,540	58,770
Cosmopolitan	21.9	22.0	167.3	165.8	9,388	9,453	71,773	71,143
Ebony	75.5	81.2	536.4	536.4	51,398	55,277	364,801	364,789
Elks Magazine	8.9	8.1	89.0	82.7	3,762	3,483	38,437	36,925
†Esquire	49.5	26.9	520.8	455.0	33,264	18,060	349,944	305,760
Extension	12.4	11.9	101.7	99.3	8,680	8,186	69,952	68,326
Flying	45.1	40.2	386.0	339.2	18,938	16,892	162,107	142,472
††Golf Digest	34.9	31.0	205.7	168.0	6,833	6,330	45,607	34,278
Gourmet	22.8	17.4	208.6	200.3	9,772	7,450	89,475	84,862
*Grade Teacher	—	—	211.1	190.9	—	—	93,223	84,151
Harper's Magazine	28.3	17.2	282.0	225.6	11,925	7,230	118,468	94,763
‡Hi Fi/Stereo Review	22.8	33.3	279.8	300.1	9,580	13,990	117,508	126,038
High Fidelity	41.7	55.2	419.7	498.5	17,514	23,184	176,274	208,950
Holiday	65.6	61.8	760.9	669.2	44,600	42,045	517,390	455,033
Hot Rod	49.5	41.0	309.4	239.6	20,776	17,206	129,878	100,660
Improvement Era	23.5	20.8	179.0	167.9	9,870	8,741	75,181	70,498
Kiwanis Magazine	4.4	3.8	50.2	52.3	1,839	1,604	21,082	22,007
Motor Boating	112.1	101.2	1,210.1	1,098.3	65,942	59,486	711,564	645,771
Motor Life	16.7	22.9	114.8	138.3	7,028	9,632	48,230	58,076
Motor Trend	20.3	29.5	170.5	188.4	8,540	12,390	71,638	77,898
National Geographic Magazine	30.6	30.6	354.8	309.4	7,135	7,177	84,069	73,338
Playboy	16.3	16.0	158.8	135.2	6,858	6,735	66,968	56,790
Popular Boating	69.8	62.1	705.3	655.9	41,048	36,527	414,722	368,023
Popular Photography	72.9	68.7	496.6	502.0	30,610	28,837	208,568	210,823
Promenade	12.1	12.4	127.7	122.2	5,186	5,333	54,787	52,427
Reader's Digest	60.8	60.5	501.6	543.0	11,073	11,011	91,286	98,826
Redbook	35.6	34.9	267.2	227.8	15,253	14,992	114,645	97,729
Road & Track	34.9	25.3	227.2	181.9	14,658	10,626	95,424	76,398
Rotarian	4.0	5.3	50.5	62.9	1,688	2,246	21,198	26,414
Sports Cars Illustrated	41.9	25.4	268.6	182.3	17,606	10,651	112,829	76,583
Today's Health	16.5	26.5	147.8	178.4	7,070	11,347	63,481	77,484
Together	9.7	7.6	66.6	74.3	4,146	3,261	28,614	32,061
Town & Country	42.1	42.2	478.6	434.5	26,674	26,733	303,209	274,637
True	15.2	22.1	186.6	214.1	6,534	9,500	80,056	91,852
V. F. W. Magazine	6.5	11.0	69.8	78.1	2,749	4,607	29,327	32,813
Yachting	121.1	105.5	1,092.7	969.9	71,207	62,034	642,508	570,301
Total Group	1,378.3	1,300.7	12,563.5	11,764.8	655,441	615,001	6,073,479	5,641,462

NOTE: American Artist and Instructor not published July or August; next issues September. Lion Magazine has combined July-August issue to be published in August, therefore figures will be shown in August tabulation. †Total represents national advertising plus sectional at reduced decimal equivalent. ††Changed from 204-line page to 196-line page March 1960. ‡Formerly Hi Fi Review. *Not published July or August; next issue September. Cumulative figures shown are corrected figures for January through June 1960 and 1959 and are not included in totals.

Home

American Home	24.2	33.6	280.5	327.0	15,315	21,254	177,241	206,679
Antiques	54.3	53.0	436.5	417.2	15,949	15,582	128,331	122,095
†Better Homes & Gardens	51.5	59.7	610.5	623.0	32,549	37,644	385,845	393,763
Flower & Garden	16.0	19.1	286.4	240.0	6,718	8,021	120,304	100,816
Flower Grower	23.5	27.1	381.9	395.5	9,891	11,374	160,420	166,095
House & Garden	34.3	31.7	515.9	427.5	21,705	20,013	362,026	270,200
House Beautiful	43.5	45.2	631.6	624.1	27,523	28,597	399,175	394,479
†Living for Young Homemakers	27.7	26.4	433.9	425.0	17,508	16,665	274,227	268,627
Popular Gardening	22.7	27.8	369.6	360.1	9,553	11,671	155,236	151,229
Sunset Magazine	98.3	96.7	956.4	833.2	41,266	40,627	402,064	350,078
Total Group	396.0	420.3	4,903.2	4,672.6	197,977	211,448	2,564,869	2,424,061

†Includes sectional linage prorated to circulation of regional editions.

Fashion

*†Glamour	47.0	33.8	604.5	454.3	20,144	14,494	259,336	194,908
Harper's Bazaar	40.1	34.1	566.4	537.7	25,349	21,545	358,016	339,898
†Mademoiselle	26.6	18.5	484.9	420.0	11,404	7,955	208,028	180,191
Vogue	44.2	33.2	896.1	727.8	27,950	21,004	566,366	459,956
Total Group	157.9	119.6	2,551.9	2,139.8	84,847	64,998	1,391,746	1,174,953

†Includes sectional linage prorated to circulation of regional editions. *Charm incorporated with Glamour November 1959.

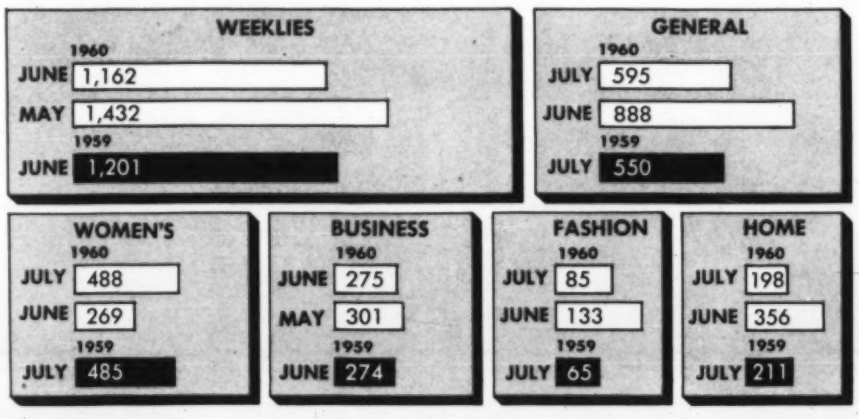
Movie-Romance-Radio-TV

†Dell Modern Group:								
Modern Romances	24.5	26.6	180.8	181.8	10,516	11,397	77,576	77,985
Modern Screen	18.3	24.3	115.0	121.8	7,865	10,408	49,329	52,194
Screen Stories	15.7	20.5	97.8	98.8	6,749	8,778	41,949	42,315
Fawcett Women's Group:								
Motion Picture	15.9	16.8	99.9	101.1	6,838	7,215	42,858	43,388
True Confessions	21.0	20.9	162.4	162.9	9,020	8,945	69,654	69,865
Hillman Romance Group	3.5	6.0	28.0	29.7	1,507	2,580	12,159	12,852
Hillman Women's Group	18.4	15.6	135.3	118.8	7,910	6,721	58,234	51,115
Ideal Women's Group:								
Intimate Story	23.3	21.2	165.7	148.0	10,013	9,118	71,107	63,507
Movie Life	26.1	24.3	161.0	146.2	11,234	10,457	69,087	62,756
Movie Star TV Close-Ups	26.2	24.3	165.5	144.1	11,251	10,457	71,007	61,830
Personal Romances	23.3	21.3	166.6	149.2	10,013	9,149	71,500	64,036
TV Star Parade	20.5	19.1	139.9	127.1	8,803	8,229	60,034	54,564
‡Screenland	11.4	11.2	74.7	85.4	4,870	4,799	32,039	36,668
Secrets Romance Group:								
Revealing Romances	16.2	16.9	132.7	137.5	6,960	7,230	56,946	59,010
Confidential Confessions	16.2	16.8	132.7	125.3	6,960	7,209	56,932	53,734
Daring Romances	16.2	16.8	132.7	117.0	6,960	7,209	56,932	51,195
Secrets	16.2	16.9	132.7	137.5	6,960	7,230	56,946	58,996
True Story Women's Group:								
Photoplay	24.4	32.8	166.5	211.1	10,481	14,054	71,427	90,561
True Experience	10.9	17.4	92.7	109.4	4,676	7,473	39,775	46,912
True Love Stories	9.7	17.0	92.1	109.7	4,155	7,311	39,502	47,080
True Romance	11.3	17.5	92.1	110.3	4,859	7,523	39,511	47,319
True Story	36.8	51.3	351.1	379.1	15,780	22,021	150,607	162,642
TV-Radio Mirror	9.3	13.7	74.6	92.2	3,971	5,866	32,010	39,549
Total Group	415.3	469.2	3,092.5	3,144.0	178,351	201,379	1,327,121	1,350,073

NOTE: Figures for each publication in the Fawcett, Ideal and True Story groups include all advertising carried by the group as a whole PLUS additional advertising carried by each individual publication. †No January 1959 issue. ‡Published bi-monthly; alternates with Silver Screen. Cumulative figures are combined with those of Silver Screen.

Magazine Linage Trend

Figures in thousands



§Business (July)

Dun's Review & Modern Industry	52.0	48.5	569.9	561.0	21,840	20,388	239,370	235,621
Fortune	158.8	145.0	1,290.5	1,089.3	100,330	91,640	815,596	683,406
Management Methods	32.5	30.8	365.6	307.5	13,650	12,936	153,552	129,561
†Nation's Business	45.9	45.6	406.2	361.4	19,278	19,158	170,577	151,799
Total Group	289.2	269.9	2,632.2	2,319.2	155,098	144,122	1,379,095	1,205,387

§Because current month linage figures for several publications are not yet available this group is broken into a July and a June section. †1960 cumulative figures adjusted to show 56-line addition for June 1960 issue.

Business (June)

	Pages				Lines			
	June 1960	June 1959	Jan.-June 1960	Jan.-June 1959	June 1960	June 1959	Jan.-June 1960	Jan.-June 1959
Barron's	62.5	84.7	465.4	502.4	40,984	55,950	305,307	329,564
Business Week	431.5	412.7	2,629.2	2,342.2	181,247	173,321	1,104,277	983,703
†Financial World	64.9	55.3	289.9	328.2	27,270	23,268	121,270	137,878
Forbes	61.5	52.1	374.0	373.8	25,829	21,891	157,069	156,991
Total Group	620.4	604.8	3,758.5	3,546.6	275,330	274,430	1,687,923	1,608,136

†Five issues June 1960; four issues June 1959.

Farm Magazines

	Pages				Lines			
	July 1960	July 1959	Jan.-July 1960	Jan.-July 1959	July 1960	July 1959	Jan.-July 1960	Jan.-July 1959
Farm Journal: (mon)								
‡Central Edition	50.3	60.5	499.8	596.4	21,562	25,961	214,416	255,856
‡Eastern Edition	50.3	63.5	480.3	599.4	21,561	27,248	206,051	257,143
‡Southeastern Edition	39.6	54.2	371.3	590.1	16,986	23,243	159,291	253,138
‡Southwestern Edition	39.8	54.2	379.3	590.1	17,057	23,243	162,725	253,138
‡Western Edition	42.9	61.8	455.8	597.7	18,415	26,533	195,545	256,428
Average 5 Editions	44.6	60.0	503.1	550.3	19,116	25,746	215,833	236,111
Farm & Ranch—Southern Agriculturist: (mon)								
‡Southeastern Edition	20.0	19.6	242.9	259.7	8,594	8,412	104,193	111,430
‡Southwestern Edition	23.2	20.8	252.5	247.1	9,935	8,904	108,309	106,007
Average 2 Editions	21.3	20.1	246.6	254.8	9,117	8,604	105,796	109,314
Progressive Farmer: (mon)								
‡Carolina-Va. Edition	47.5	50.4	538.1	543.9	32,326	34,271	365,890	369,860
‡Ga.-Ala.-Fla. Edition	48.9	53.4	538.3	540.5	33,241	36,314	366,044	367,533
‡Ky.-Tenn.-W. Va. Edition	47.2	50.2	499.7	506.0	32,093	34,119	339,818	344,095
‡Miss.-Ark.-La. Edition	48.5	55.0	492.0	515.7	32,997	37,384	334,555	350,675
‡Texas Edition	50.4	55.3	511.5	533.2	34,283	37,614	347,805	362,608
Average 5 Editions	48.5	52.9	515.9	527.9	32,988	35,941	350,822	358,955
Successful Farming (mon)	48.2	55.7	513.1	546.8	21,676	25,065	230,877	246,061
Total Group	162.6	188.7	1,788.7	1,879.8	82,897	95,356	903,328	950,441

‡Not included in totals.

Youth

American Girl	18.0	15.9	154.2	161.1	7,732	6,839	66,164	69,132
Boys' Life	21.0	21.4	196.3	201.2	14,278	14,547	133,506	136,809
'Teen Magazine	12.1	8.8	105.7	41.2	5,082	3,682	44,352	17,360
Total Group	51.1	46.1	456.2	403.5	27,092	25,068	244,022	223,301

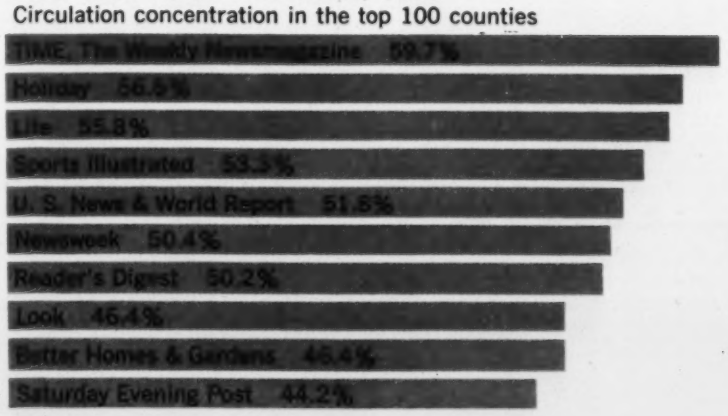
NOTE: Child Life not published July or August; next issue September. Scholastic Magazine not published June, July or August; next issue September. Scholastic Roto not published June, July, August or September; next issue October.

Mechanics & Science

Mechanix Illustrated	46.7	59.3	468.8	489.7	10,462	13,286	105,012	109,682
Popular Electronics	42.1	49.1	344.9	387.0	9,430	11,003	77,249	86,692
Popular Mechanics	74.3	77.4	751.3	801.0	16,646	17,338	168,291	179,420
Popular Science	79.4	64.9	684.4	707.7	17,789	14,537	153,303	158,518

(Continued on Page 66)

NEW CAR REGISTRATIONS, 1959
Circulation concentration in the top 100 counties



Percentages based on R. L. Polk & Co. 1959 new car registration data and latest available publishers' reports: TIME (3/23/59) • Holiday (March 1957) • Life (10/26/59) • Sports Illustrated (3/2/59) • U. S. News & World Report (3/28/58) • Newsweek (3/23/59) • Reader's Digest (April 1959) • Look (3/18/58) • Better Homes & Gardens (April 1959) • Saturday Evening Post (3/14/59).

TIME readers are new car buyers. **In the 100 counties where 50.6% of all new cars were registered in 1959, TIME concentrates more of its circulation than does any other magazine of a half million or more circulation.** Additional proof that TIME gives you concentration and coverage where it really counts–top mileage where you make the big sales.

THAT'S

TIME

	Pages				Lines			
	July 1960	July 1959	Jan.-July 1960	Jan.-July 1959	July 1960	July 1959	Jan.-July 1960	Jan.-July 1959
†Science & Mechanics	—	—	268.3	293.8	—	—	59,534	65,879
Total Group	242.5	250.7	2,517.7	2,679.2	54,327	56,164	563,389	600,191

†Published bi-monthly; cumulative figures shown are for June issue.

Outdoor & Sport

American Rifleman	51.4	50.9	329.1	338.4	22,067	21,826	141,201	145,191
Field & Stream	48.6	50.6	488.1	541.7	20,848	21,701	209,409	232,391
Fur-Fish-Game	15.7	15.1	154.1	159.8	6,713	6,457	66,104	68,615
Guns	25.2	25.0	164.6	143.9	10,811	10,725	70,614	61,733
Outdoor Life	51.3	57.2	479.1	513.3	22,003	24,518	205,533	220,174
Sports Afield	41.1	43.5	411.4	467.6	17,658	18,640	176,485	200,553
Total Group	133.3	242.3	2,026.4	2,164.7	100,100	103,867	869,346	928,657

Detective & Fiction

Cavalier	20.4	13.9	156.3	116.6	8,748	5,983	67,045	50,028
Dell Men's Group	7.7	7.1	81.4	82.5	3,310	3,045	34,891	35,414
Thrilling Group	9.2	6.5	52.0	63.2	2,066	1,456	11,658	14,167
Total Group	37.3	27.5	289.7	262.3	14,124	10,484	113,594	99,609

Newspaper Sections (I)

(Nationally distributed with Sunday newspapers)								
†The American Weekly	23.7	24.8	178.8	267.5	20,148	21,041	152,010	227,412
†Family Weekly	37.5	34.8	266.2	324.3	31,847	29,602	226,170	275,735
†Parade	50.5	42.4	380.2	456.4	42,925	36,386	323,206	387,945
†This Week Magazine	52.5	54.7	489.0	519.4	44,657	46,479	415,625	441,479
Total Group	164.2	156.7	1,314.2	1,567.6	139,577	133,508	1,117,011	1,332,571

†Five issues July 1960; four issues July 1959.

	Pages				Lines			
	June 1960	June 1959	Jan.-June 1960	Jan.-June 1959	June 1960	June 1959	Jan.-June 1960	Jan.-June 1959
Newspaper Sections (II) (June)								
(All other newspaper sections)								
Chicago Tribune Magazine	141.1	212.7	1,021.4	948.6	119,967	180,824	868,225	806,278
New York Times Magazine	183.4	139.8	1,751.6	1,474.9	155,897	118,842	1,488,872	1,253,675
Philadelphia Inquirer	118.6	121.9	764.8	851.2	100,769	103,615	650,141	723,501
Total Group	443.1	474.4	3,537.8	3,274.7	376,633	403,281	3,007,238	2,783,454

	Pages				Lines			
	July 1960	July 1959	Jan.-July 1960	Jan.-July 1959	July 1960	July 1959	Jan.-July 1960	Jan.-July 1959
Comics Magazines								
American Comics Group	7.0	7.0	49.0	49.0	2,646	2,646	18,522	18,522
‡Harvey Comics Group	8.0	9.0	57.0	57.0	3,024	3,402	21,546	21,546
National Comics Group:								
Blue Unit	3.5	4.0	34.0	41.0	1,323	1,512	12,852	15,498
Red Unit	3.0	4.0	35.0	42.5	1,134	1,512	13,230	16,065
Total Group	21.5	24.0	175.0	189.5	8,127	9,072	66,150	71,631

‡Some books in group published monthly; others published bi-monthly.

Canadian National Weekend Newspapers (Rotogravure Linage)

‡La Patrie	6.6	23.7	149.3	295.7	5,917	21,319	134,372	266,165
‡La Presse	77.9	65.0	560.4	559.2	70,131	58,544	504,448	503,287
†Perspectives	56.4	—	468.9	—	54,973	—	457,199	—
‡Star Weekly	68.1	56.4	612.8	620.4	59,572	49,336	536,197	542,826
Weekend Magazine	69.9	67.7	640.1	707.0	68,161	66,004	624,116	689,345
Total Group	278.9	212.8	2,431.5	2,182.3	258,754	195,203	2,256,332	2,001,623

†First published September 12, 1959. ‡Five issues July 1960; four issues July 1959.

Canadian

†Canadian Homes	29.5	23.1	267.5	257.9	20,043	15,733	181,900	175,400
Chatelaine	31.2	38.1	437.4	406.1	21,200	25,906	297,456	276,143
Liberty	29.7	21.4	170.7	175.4	12,741	9,181	73,220	75,237
‡Maclean's	72.9	42.9	517.8	506.6	40,573	29,196	352,094	344,511
Reader's Digest:								
English Edition	89.8	71.8	661.5	597.3	16,335	13,059	120,393	108,700
French Edition	99.8	74.3	601.0	691.3	18,155	13,514	109,382	125,808
Revue Populaire	13.1	12.6	159.3	117.7	9,194	8,814	111,211	82,563
‡Samedi	17.7	13.4	109.3	117.0	12,374	9,382	76,509	81,958
#Saturday Night	42.8	36.2	253.2	238.4	17,976	15,204	106,344	100,128

	Pages				Lines			
	July 1960	July 1959	Jan.-July 1960	Jan.-July 1959	July 1960	July 1959	Jan.-July 1960	Jan.-July 1959
*#Time-Canadian	172.7	181.4	924.4	855.1	72,485	76,160	388,220	359,450
Total Group	383.7	297.6	2,924.5	2,869.3	150,615	124,785	1,322,165	1,270,320

NOTE: Revue Moderne discontinued publication with June 1960 issue. Effective October 1960 it will be French edition of Chatelaine. †Formerly Canadian Homes & Gardens. #Not included in totals; as July figures were unavailable as this issue went to press June figures are shown. ‡Three issues July 1960; two issues July 1959. *Four issues June 1960; five issues June 1959.

§Foreign (July)

*Hablemos	18.5	16.5	142.1	108.1	15,540	13,818	119,322	90,804
Popular Mechanics:								
Populaer Mekanik (Danish)	15.0	16.5	150.5	133.5	3,360	3,696	33,712	29,904
†PM (Dutch Edition)	6.0	—	63.8	—	1,344	—	14,291	—
Mecanique Populaire (French)	23.1	23.3	183.1	195.2	5,180	5,219	41,014	43,724
Populare Mechanik (German)	2.0	4.1	31.0	34.5	448	924	6,949	7,734
Popular Mekanik (Swedish)	5.5	5.0	73.5	58.5	1,232	1,120	16,464	13,104
‡Mecanica Popular (Latin America):								
Brazil (Portuguese)	23.0	—	135.5	—	5,152	—	30,352	—
Mexican-Caribbean (Spanish)	24.4	—	176.4	—	5,460	—	29,480	—
S. Hemisphere (Spanish)	11.0	—	95.0	—	2,464	—	21,282	—
Total Group	128.5	65.4	1,050.9	529.8	40,180	24,777	312,866	185,270

§Because current month linage figures for several publications are not yet available this group is broken into a July and a June section. †First published January 1960. ‡Editions first published January 1960. *Five issues July 1960; four issues July 1959.

	Pages				Lines			
	June 1960	June 1959	Jan.-June 1960	Jan.-June 1959	June 1960	June 1959	Jan.-June 1960	Jan.-June 1959
Foreign (June)								
Life International	79.6	80.1	482.0	419.3	54,230	54,485	327,760	285,175
*†Life En Espanol	39.3	67.4	237.7	322.0	26,775	45,900	161,755	218,960
‡Caribbean Edition	66.1	67.4	410.5	324.2	44,965	45,900	279,225	220,490
	(18.6)	—	(126.2)	—	(12,750)	—	(85,850)	—
*Ex-Mexico Edition	47.3	67.4	284.3	324.2	32,215	45,900	193,375	220,490
	(8.0)	—	(46.4)	(2.2)	(5,440)	—	(31,620)	(1,530)
*Mexican Edition	64.5	83.4	374.1	356.0	43,495	56,780	254,405	242,080
	(25.2)	(16.0)	(136.2)	(34.0)	(17,170)	(10,880)	(92,650)	(23,120)
††Newsweek:								
Pacific Edition	101.2	79.9	640.5	483.5	42,491	33,558	269,000	203,070
European Edition	86.3	89.1	482.3	462.8	36,258	37,422	202,574	194,376
Reader's Digest:								
Arabic	38.0	38.0	224.5	191.5	6,232	6,232	36,818	31,406
Argentine	65.5	63.0	290.0	270.5	11,921	11,466	52,780	49,231
Australian	77.8	68.0	406.0	389.0	14,151	12,376	73,892	70,798
Austrian	73.0	64.0	380.0	354.0	13,286	11,648	69,160	64,428
Belgian	57.0	57.0	304.5	255.5	9,975	9,975	53,288	44,713
Brazilian	92.5	79.5	458.5	470.5	16,188	13,913	80,238	82,338
British	82.0	80.5	483.5	410.5	15,252	14,973	89,931	76,353
Caribbean	71.0	65.5	395.5	333.5	12,922	11,921	71,981	60,697
Danish	40.0	43.5	237.0	242.3	6,800	7,395	40,290	41,183
Dutch	63.5	42.0	373.0	249.0	11,557	7,644	67,886	45,318
Finnish	26.0	23.0	158.0	130.0	4,836	4,278	29,388	24,180
French	143.0	127.0	735.0	639.3	25,025	22,225	128,625	111,868
French Swiss	36.3	26.7	173.7	139.0	6,358	4,667	30,392	24,325
German	112.0	100.0	668.0	635.0	20,384	18,200	121,576	115,570
German Swiss	38.5	25.7	212.0	163.0	7,007	4,672	38,584	29,666
Iberian	93.5	80.5	451.5	450.5	17,017	14,651	82,173	81,991
Indian	53.0	56.0	298.0	313.0	9,646	10,192	54,236	56,966
Italian	95.5	83.0	480.0	430.0	16,426	14,276	82,560	73,960
Japanese	32.0	32.0	210.5	209.0	5,376	5,376	35,364	35,112
Mexican	60.0	51.5	270.0	273.5	10,920	9,373	49,140	49,777
New Zealand	38.5	21.0	197.5	141.0	7,007	3,822	35,945	25,662
Norwegian	50.0	44.0	269.0	264.0	8,500	7,480	45,730	44,880
Overseas Military	60.0	48.0	243.0	222.0	10,920	8,736	44,226	40,404
South African	76.5	81.0	450.0	424.5	13,694	14,499	80,550	75,986
Southern Hemisphere	22.0	20.0	126.0	117.0	4,004	3,640	22,932	21,294
Swedish	48.5	43.0	343.0	294.0	9,021	7,998	63,798	54,684
††Time International:								
Time-Atlantic	133.7	132.9	777.5	688.0	56,105	55,755	326,515	288,960
Time-Latin American	95.1	114.1	566.2	600.0	40,285	48,230	237,790	252,000
Time-Pacific	92.9	95.1	592.1	558.9	38,955	39,935	249,025	234,675
Vision:								
Visao (Portuguese Edition)	202.7	172.0	862.3	872.2	85,120	72,240	362,180	366,310
Mexican Edition	22.5	21.3	120.2	106.3	9,450	8,960	50,470	44,660
Spanish Edition	89.5	81.4	477.5	438.4	37,590	34,195	200,500	184,135
Total Group	2,766.3	2,614.9	15,144.9	13,966.9	833,359	840,888	4,696,057	4,388,171

†Figures in parentheses are regional advertising only and are not included in totals. ‡First published January 1960. *Two issues June 1960; three issues June 1959. ††Four issues June 1960; five issues June 1959.

Ciba Plans Medical TV Show

Ciba Pharmaceutical Products, Summit, N.J., (Sudler & Hennessey) plans to run a weekly 15-minute medical news show on network tv this fall. The company is sounding out the three nets for a 60-station daytime lineup to reach a large audience of doctors. The show would be tied in with Ciba's bi-weekly "Medical News."

Dermassage on Net TV

Colgate-Palmolive Co. has purchased twice a week participation on "Play Your Hunch" daytime tv show (NBC) for Dermassage, a medicated body rub and skin treatment lotion. This is the first network tv exposure for the product, newly acquired by Colgate. Stern, Walters & Simmons, Chicago, is the agency.

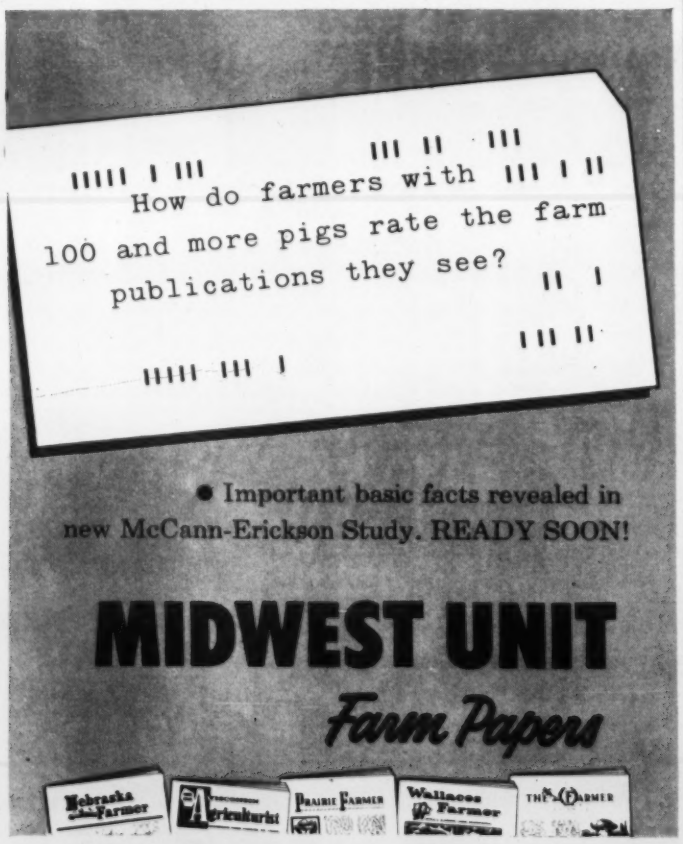
Maltex Sets Maypo Drive

Maltex Co., Hartford, Conn. (Fletcher Richards, Calkins & Holden) will promote its Maypo cereal on spot tv in about 70 markets during the fall and winter. It will run from three to 14 film minutes per week per market.

'U.S. News' Moves in Detroit

U.S. News & World Report has moved its Detroit sales office to 628 Fisher Bldg.

VERSERVICE
Whatever the product,
Whatever the purse,
You see it in sales
When you say it in verse.
Advertising jingles, brochures, announcements written to order by professional light versifier.
Box 273, Advertising Age, 630 Third Ave., New York 17, New York


How do farmers with 100 and more pigs rate the farm publications they see?
• Important basic facts revealed in new McCann-Erickson Study. READY SOON!
MIDWEST UNIT
Farm Papers
Nebraska Farmer
Prairie Farmer
Wallaces Farmer
The Farmer

FIRST
IN TOLEDO FOR 33 YEARS!
WSPD RADIO
the STORER station- backed by 33 years of responsible broadcasting CALL KATZ

TWO IN ONE—*The 86-proof version of Old Forester bourbon introduced last year is being given equal prominence with its older 100-proof compatriot in a newspaper campaign starting this summer for Brown-Forman Distillers, Louisville. The agency is Erwin Wasey, Ruthrauff & Ryan, Chicago.*

FTC Says Emerson Distributors Gave Illegal Ad Allowances

WASHINGTON, July 12—A wholly-owned and a franchised distributor of Emerson Radio & Phonographic Corp. have been accused by the Federal Trade Commission of giving illegal discounts and cooperative advertising allowances to big Chicago and New York discount houses and department stores.

Emerson Radio Associates, Newark, N.J., a franchised distributor, was accused by the FTC of paying advertising allowances to some retail customers but not making these payments available on proportionally equal terms to all other competing customers.

■ Jefferson-Travis, New York, a wholly-owned subsidiary of Emerson, was charged with giving discriminatory price discounts to Polk Bros., Chicago, as well as paying out advertising allowances. The subsidiary had net sales of over $13,000,000 last year.

The complaint states that Emerson Radio also gave preferential allowances to five New York retailers in 1958, including Davega Stores Corp., Korvette, Gimbel's, Vim Electric Co. and R. H. Macy & Co. #

Ziff-Davis Buys Camera Craft

Ziff-Davis Publishing Co., New York, has acquired Camera Craft Publishing Co., San Francisco. Camera Craft is a 60-year-old publisher of photography books and has been a jobber of photographic titles for other publishers. It will continue to be operated under its own name as a division of Ziff-Davis, publisher of a line of special interest magazines.

Josephson, Cuffari Adds One

Diamond Expansion Bolt Co., Garwood, N.J., has appointed Josephson, Cuffari & Co., Montclair, N.J., as its agency. Previous agencies were Felt Advertising, East Orange, N.J., and O. S. Tyson Co., New York.

Drexel Names Wray

Charles Wray, formerly assistant advertising manager, has been named ad manager of Drexel Furniture Co., Drexel, N.C. He succeeds John Harmon, who was named a regional sales manager.

'Home News' Moves

Home News, Brunswick, N.J., has moved its New York sales office to 485 Fifth Ave.

Joseph Joins 'N.Y. Times'

Tedd Joseph, formerly vp and coordinator of international operations of Foote, Cone & Belding, New York, has been named director of marketing in the soon-to-be-expanded international edition of the *New York Times*. Mr. Joseph, with FC&B 13 years, will be headquartered in Paris and will be in charge of all business development and advertising in Europe for the editions.

'Flying' Boosts Minnick

Daniel C. Minnick has been appointed ad manager of *Flying*, New York. Mr. Minnick, formerly eastern manager for the magazine, succeeds Robert B. Parke, who was appointed assistant publisher and ad director of the magazine several months ago.

Furlonge Names Cundiff

Dr. Edward W. Cundiff, professor and chairman of the department of marketing administration at the University of Texas, has been appointed a consulting associate of Warren Furlonge Associates, New York corporate designer.

Charles Maguire to CBS-TV

Charles J. Maguire, formerly with Batten, Barton, Durstine & Osborn, has joined CBS-TV Productions Sales, New York, as an account executive. This CBS unit produces commercials and shows on tv tape.

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1926
LOS ANGELES · HALLIBURTON BLDG.
SAN FRANCISCO · CENTRAL TOWER

You get Sales Action
every morning in Cleveland

Take a half million Greater Cleveland families with a respectable $7,381 spendable income. Add 26 adjacent counties a stone's throw from Euclid Avenue and you have retail sales exceeding 4 billion dollars—and *that's* larger than the retail sales of any one of 35 *entire* states. So—if your sales of goods or services in the Cleveland market do not exceed those of 35 states—WRITE—WIRE OR PHONE—

The Cleveland PLAIN DEALER

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles.
Member of Metro Sunday Comics and Magazine Network.

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES

COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,347,689	$1,977,224	$4,324,913
Retail Food	581,935	498,319	1,080,254
Retail Drug	92,487	59,441	151,928
Automotive	357,776	368,264	726,040
Gas Stations	144,966	161,669	306,635
Furniture, Household Appliances	121,723	86,025	207,748

(Source, Sales Management Survey of Buying Power, May 10, 1960)

*Akron, Canton and Youngstown Counties are not included in above sales

Whatever you sell in Greater Cleveland you'll sell more of it in The Plain Dealer

More Compacts in 1961 Auto Lineup; Smaller Tailfins

Pontiac's Tempest to Have V-4 Engine; Ford to Shorten Car Length

DETROIT, July 12—More compacts and smaller fender fins sum up reports of the "new look" for 1961 cars, now only a couple of months away from initial introductions. Many of the makers are cutting inches from some of their larger models, although power step-ups in some of the compacts are anticipated.

The auto certain to get a lot of attention is the Tempest, a compact to be produced by General Motors' Pontiac division. It will have the first four-cylinder, V-type engine in the industry.

The Tempest will be on a 112" wheelbase and will contain 125 horsepower. A trans-axle—a new development—will take away most of the hump in the floor of the passenger compartment. Those disliking the four-cylinder idea will be able to get the aluminum V-8 engine with 145 horsepower, which is to be used in GM's other two new medium-priced compacts—the Buick Special and the Olds F-85. These cars will have the same wheelbase and over-all length as the Tempest.

■ Little change is expected in GM's Corvair, put out by Chevrolet, except for the addition of a station wagon to the line. Corvair also will follow Falcon's lead with a small pickup truck model.

The Chevrolet, which has a commanding lead in new car registrations, will be slightly shorter in length with considerable change at the front and rear exterior. The "wing-like" appearance which has characterized the rear of Chevrolets during the past two years is expected to be smoothed out.

The rear fender fins of GM cars, which first appeared on Cadillacs a decade ago, are due to almost vanish. The entire GM line will have softer and smoother curves—a trend noted in Pontiac and Oldsmobile last year. Pontiac will continue to capitalize on its wide-track feature and is expected to reduce the car length about three inches.

■ Ford Motor Co. is going to concentrate more heavily in the low-priced field than ever before. It will reduce the number of series in Lincoln and Mercury and offer a smaller, less expensive series in the Mercury division. This model will use the Ford shell but will have a longer wheelbase.

The regular Ford line will be about 5" shorter, with the hood of the car no longer extending across the width of the car. Ford is going back to the large, round tail lamps of an earlier year and the distance between headlamps will be increased to accommodate a concave grille.

The two Ford compacts, Falcon and Comet, will not be altered much, except to put a convex grille on the latter. But there is to be some increase in power, reportedly a boost of 15 horsepower.

■ American Motors, whose president, George Romney, has spoken against the economic waste of model changes in automobiles each year, is not expected to make much change in its major product, the Rambler. It is reported the company is working up a convertible model, but it is not likely to be ready for the early part of the 1961 model year.

A new ceramic-coated exhaust system, muffler and tailpipe is expected to be introduced on the Rambler to eliminate the need of replacement. The American Motors American—its 100" wheelbase model—is going to have a brand new appearance, however, to make it look much more like its larger and more successful brother, the Rambler.

Chrysler Corp., which has been trading on the "forward look" in recent years, may not forsake the slogan, but will decrease the size of fender fins on all its cars, particularly Plymouth. The Dart, which has been successful for Dodge division, will have a minimum of the fin treatment and is not expected to change markedly.

■ Chrysler's Valiant is to get some front-end changes and will be relabeled, Plymouth-Valiant, as part of the Plymouth line.

The new Chrysler compact, the Dodge Lancer, is to have the same wheelbase as the Valiant—106.5"—and therefore will be about 3" shorter than the three new GM compacts. Its over-all length will be 190". The Lancer will use the same engine as the Valiant—a slant-six cast-iron model.

There will be only one series of De Soto in 1961, but Chrysler insists the car is not being dropped. It may be merged into one of the other Chrysler families, possibly the Chrysler itself, which has been selling moderately well and has out-sold De Soto about three to one for the first six months of 1960.

■ Little has been revealed in South Bend as to the 1961 Studebaker-Packard Lark, but some reports indicate a new engine is to be offered, possibly as an option. The company has made a practice of offering a wide variety of combinations of motors, transmissions and rear axles.

A sixth price class will be created in the 1961 automobile market, to be composed of the four new compacts whose prices range between the current compact cars and the regular Ford, Chevrolet and Plymouth. #

STORK OPTION—*Prudential Insurance Co. of America will run this color spread in the July 25 Life to introduce its new "stork option." It enables Prudential-insured fathers under 40 to obtain $5,000 to $10,000 additional insurance after the birth of a baby, for a period of three months with no premium increase. Later, this extra insurance is converted to permanent paid coverage. Reach, McClinton & Co., New York, is the agency.*

Ruwitch Elected President

Lee Ruwitch, exec vp and general manager of WTVJ, Miami, has been elected president of the Florida Assn. of Broadcasters. Other new officers include Joseph Field, owner-manager of WIRK, West Palm Beach, vp of radio, and Fred Shawn, general manager of WSUN-TV, St. Petersburg, vp of tv.

McCaskill Heads AMA Unit

Don McCaskill, of McKim Advertising, has been named president of the Toronto chapter of the American Marketing Assn. R. J. Galloway, of Campbell Soup, and Ed Chop, Canadian Oil, were elected vps.

Nichols Advertising Opens

Robert D. Nichols, former Decatur branch manager of Ross, Flink & Associates, has opened his own agency, Nichols Advertising, with offices at 947 W. Eldorado, Decatur, Ill.

BBDO Names Hample, Mowat

Stuart E. Hample, a copy supervisor in the New York office, and W. S. Mowat, Montreal office manager, have been named vps of Batten, Barton, Durstine & Osborn. H. N. Mowat, formerly a senior vp and supervisor of the Coca-Cola account with McCann-Erickson (Canada), was named manager of BBDO's Montreal office last month. BBDO also has named Julie King, formerly with Benton & Bowles, to its public relations department in New York.

Profit Plans Set Record

The Council of Profit Sharing Industries, Chicago, reports that new profit sharing plan approvals by the U. S. Treasury Department, surpassed pension plan approvals for the first time, in the first quarter of 1960. The Treasury approved 1,328 profit sharing plans and 1,184 pension plans. This represents a 52.6% gain over the previous high in profit sharing plan approvals and an 8% gain over the high in pension plan approvals.

Tackle to Boston Agency

Tackle Trading Corp., New York, has named Reilly, Brown & Tapply, Boston, to handle advertising for its sporting goods division.

Stickin' around WITH kleen-stik®

IDEA NO. 173

G-E Gilds the Lily

To toast its new "Golden Value" electric ranges at a sales preview, **General Electric Company**, Louisville, wanted *gold cups* for the "Coke" breaks. Range Dept. Adv. Mgr. **Gordon Smith** solved it ingeniously with the help of **Bob Dolack**, production man at G-E's agency, **Zimmer-McClaskey, Inc.** They had **Fine Arts Reproduction Co.**, Louisville, print and die-cut special *gold foil* wrappers, which were then applied to the thousands of Lily-Tulip paper cups with strips of ever-stickin' **Kleen-Stik Dubl-Stik**. "Flashy" production handled by **Morrie Kinchelo**.

GET IT UP...KEEP IT UP...WITH KLEEN-STIK

WORLD'S MOST VERSATILE SELF-STIK-ing ADHESIVE

IDEA NO. 174

Big Briggs Banners Bag Biz

Briggs Shock Absorber Co., Cleveland, arms its dealers with plenty of hard-hitting P.O.P. material. One impressive production is this set of one large (33 x 12) and two small (12 x 8) signs, equipped with full-length strips of **Kleen-Stik "D" Tape** for quick, easy posting inside service station and garage windows. **Gloria Compo**, Advertising Manager, collaborated on design with **A. T. Irvine**, Prod. Mgr. of **Gray & Rogers** agency, Philadelphia. Colorful lithography (all in *one* sheet) by **Printing Services of Philadelphia**, Sales Mgr. **Bill Halpern** directing.

On paper cups or garage windows, Kleen-Stik makes *any* place an advertising space! For details and ideas, see your regular printer, lithographer, or silk screener...or write direct for *free* "101 Stik-Triks" booklet.

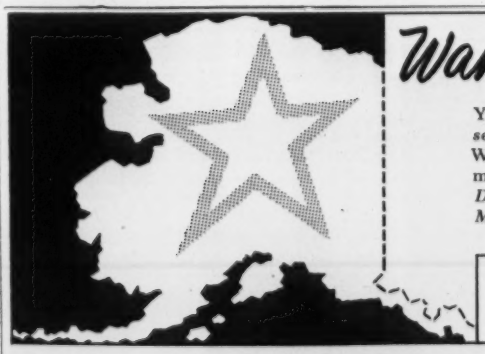
GET IT UP...KEEP IT UP...WITH KLEEN-STIK

kleen-stik PRODUCTS, INC.
7300 West Wilson Avenue
Chicago 31, Illinois

Use Our Century of Publishing Experience

Cost-conscious publishers from coast to coast have found that the "know-how" gained from a century of publishing our own magazine, *The Nebraska Farmer*, saves them time, money and headaches.
It will pay you to investigate our complete facilities—*including 4-color web offset*—for producing magazines and all other printed materials.

WRITE, WIRE, PHONE
Nebraska Farmer Company
The Midwest's Fastest Growing Printing House
Out of the "high-rent" district at
1420 P STREET LINCOLN, NEBRASKA



Want to Sell KETCHIKAN?

Your ad in *The Ketchikan News* is the way to reach—*and sell*—the people of this important Alaskan city. Call your West-Holliday man and stake your claim in the rich Alaska market. Ask, too, about *The Anchorage Daily Times, The Daily Alaska Empire* and *The Fairbanks Daily News-Miner*. Buy these Alaska Dailies—and SELL Alaska!

REPRESENTED BY
WEST-HOLLIDAY CO INC
NEW YORK · CHICAGO · DETROIT · DENVER · LOS ANGELES · SAN FRANCISCO · PORTLAND · SEATTLE

and only ONE can give you TOTAL Coverage in the PONTIAC AREA

In an area of 283,000 people, 76% take THE PONTIAC PRESS daily. Be sure and see the comprehensive new study on home coverage in Pontiac!

Total Selling needs
Total Coverage
In Pontiac, Total Selling
Means The Press

THE PONTIAC PRESS
PONTIAC • MICHIGAN
Scolaro, Meeker & Scott, New York, Philadelphia, Chicago and Detroit
Doyle & Hawley, San Francisco and Los Angeles

L.A. Coke Bottler Sues Seven-Up for $10,000,000

Asserts Seven-Up Ads, by Atherton Mogge, Defamed Its Bubble-Up

LOS ANGELES, July 12—Climaxing two months of legal fencing between Seven-Up Bottling Co. of Los Angeles, and Coca-Cola Bottling Co. of Los Angeles, the local Coke bottler has filed suit against Seven-Up of Los Angeles, its agency, Atherton Mogge Privett, and 15 John Does, asking for $10,000,000 in damages.

The suit apparently reflects the fierce competition between the two major factors in the lemon-lime drink field, which began when the Coca-Cola bottler introduced Bubble-Up here last year.

Previously, Seven-Up had filed two suits against Coca-Cola. The first was an action seeking an injunction against the offer by Coca-Cola of a free six pack of its soft drinks, with the purchase of another of its six packs. When Bubble-Up was introduced here, a Bubble-Up six pack was given free with the purchase of a Coke six pack. The recent offer was billed as a first anniversary celebration for Bubble-Up. The request for an injunction was denied.

■ Subsequently, Seven-Up filed a damage suit for $617,928, charging violation of the California unfair practices act. As yet no trial date has been set.

The current Coca-Cola suit was prompted by a large-space Seven-Up ad which ran in eight dailies here, and a very heavy spot radio schedule on 14 stations. The ad pictured a Seven-Up bottle with this copy: "When you think of refreshment, think of your stomach too. Have a Seven-Up. Don't be misled by so-called bargains in soft drinks. You know, 'king size,' 'bigger than king size,' 'quart size' gallons, buckets or barrels. You sure get a lot, but a lot of what? So keep on insisting on genuine Seven-Up, the original lemon-lime beverage. Often imitated but never equaled, Seven-Up is made with purified, filtered water . . . not faucet water; with natural lemon and lime flavors . . . not imitations. So, when you think of refreshment, think of your stomach too. Have a Seven-Up."

■ Following the appearance of the ad, and the airing of radio spots with similar copy, all media concerned received a letter notifying them that Coca-Cola considered the ad libelous to Bubble-Up and asking for a retraction. It was indicated that if this was not done, legal action would be taken.

As a result, the *Los Angeles Times*, the *Mirror-News*, and two grocery magazines, *Commercial Bulletin* and *Grocers Journal*, have run a retraction with a picture of a Bubble-Up bottle and the following copy: "Correction. In a recent issue of this newspaper appeared an advertisement of the popular soft drink 'Seven-Up' extolling the virtues of the product as being made with purified, filtered water . . . not faucet water, and with natural lemon and lime flavors . . . no imitations. Coca-Cola Bottling Co. of Los Angeles has taken exception to the advertisement, contending that it contains statements that are libelous of it and its products, 'Bubble-Up.' This newspaper takes this occasion to correct any inference that the language used referred in any way to the product 'Bubble-Up' or its maker. 'Bubble-Up' is made from purified, filtered carbonated water, and natural lemon and lime flavors are used in the product."

■ Frank Simpson, attorney for Coca-Cola, told ADVERTISING AGE all the radio stations and a number of newspapers have either said they will not run a retraction, or that they must consider the matter further.

Coca-Cola's $10,000,000 suit charges defamation of Bubble-Up and violation of the unfair practices act through "unfair competition," specifically alleging false and defamatory statements regarding Bubble-Up. The allegation states the reproductions of the ad were distributed and displayed in food markets, liquor and drug stores, placed on stacks on store counters, and given other prominent display.

■ Coca-Cola contends Bubble-Up is made from purified, filtered water, and natural flavors, and alleges the Seven-Up ads tended "to mislead and deceive the public into the erroneous belief" Bubble-Up is made from tap water and imitation flavor. #

Babcock Poultry Appoints

Marsteller, Rickard, Gebhardt & Reed, New York, has been appointed advertising agency by Babcock Poultry Farms Inc., Ithaca, effective July 15. Poultry and general farm media will be used to advertise the company's Leghorn breeding stock, sold through franchised hatcheries. Barlow Advertising, Syracuse, is the previous agency.

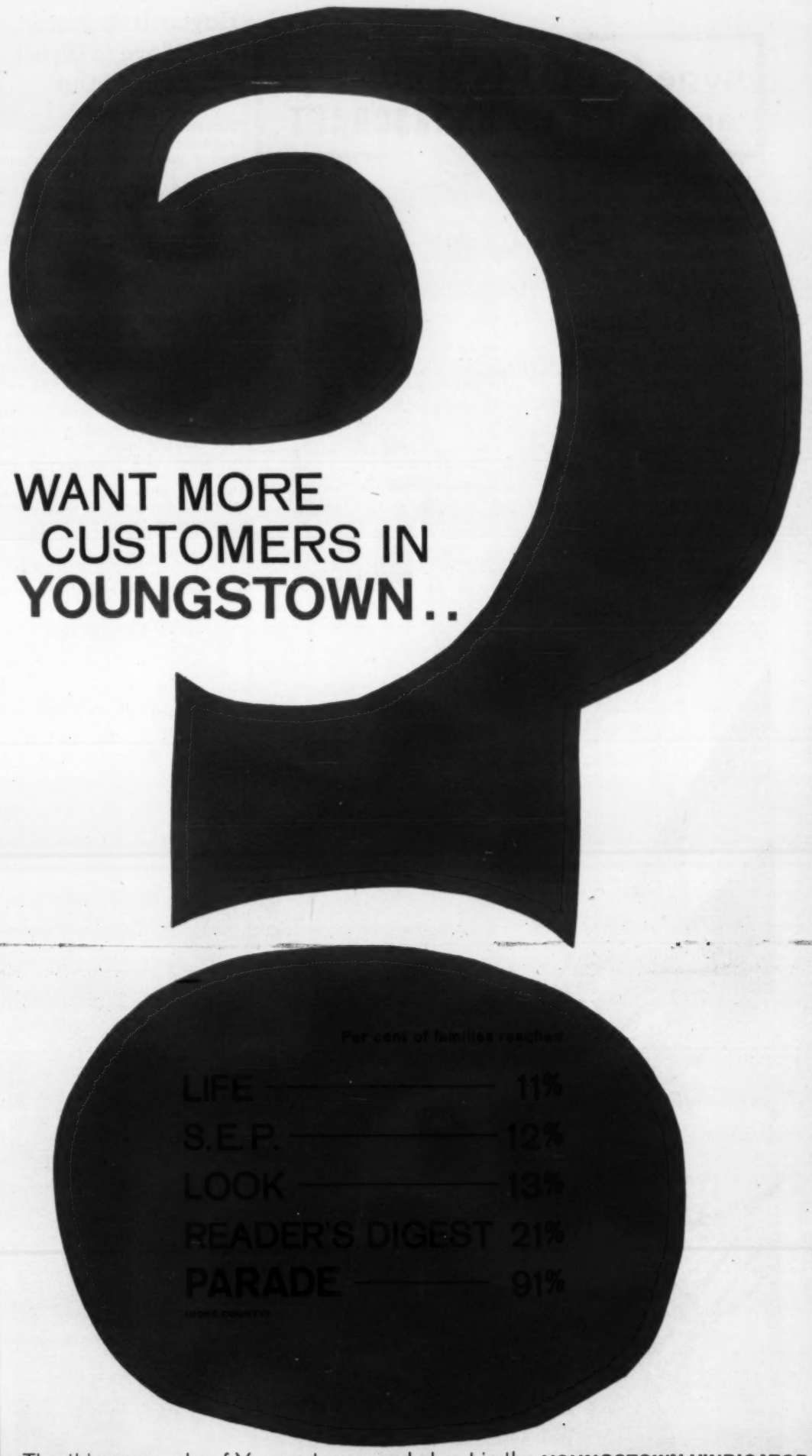
Orange Bars in Drive

Minute Maid Corp., Orlando, Fla., reports it has expanded distribution of the Frozen Orange bar to some 30 market areas and expects full national distribution by midsummer. Newspapers, spot tv and point of sale are being used in each market and a two-color page will break in *Life*, July 18. Ted Bates & Co., New York, is the agency.

Flynn Adds One

Bowling Showcase Co., New York, has named Art Flynn Associates, New York, to handle advertising and publicity.

1 RADIO ENTITY WITH 8 TRANSMITTERS
the GAIN in MAINE is plainly on LOBSTERADIO
Total impact for total product distribution or tailored market flexibility.
Lobsteradio (By Market Size)
Portland Bangor Lewiston
Caribou Waterville Augusta
Sanford Rumford
REPRESENTED BY:
For full details contact:
NEW YORK: Richard O'Connell, Inc.
BOSTON: Harry Wheeler Company
CHICAGO–DETROIT–WEST COAST:
Doren F. McGovren Co., Inc.
Executive Offices: Columbia Hotel, Portland, Maine Tel. SPruce 5–2336


WANT MORE CUSTOMERS IN YOUNGSTOWN..
Per cent of families reached
LIFE 11%
S.E.P. 12%
LOOK 13%
READER'S DIGEST 21%
PARADE 91%
The things people of Youngstown read about in the YOUNGSTOWN VINDICATOR and PARADE on Sunday, move off the shelves on Monday and all week long!
PARADE
THE SUNDAY NEWSPAPER MAGAZINE
PARADE
Youngstown Vindicator
Expect Reds to Fire Rocket to Mars as Summit Coup
Represented Nationally by Kelly-Smith
PARADE...The Sunday Magazine section of strong newspapers throughout the nation, reaching 10 million homes every week.

huge Chiffon display animated by HANKSCRAFT

Gigantic (7' x 5') Chiffon "Ferris Wheel" *attracts* shoppers—and *sells* facial tissue—with its ingenious combination of light, color, motion and size. Features specially adapted AC motor. It's another example of Hankscraft leadership in the display animation field!

COMPLETE ENGINEERING SERVICE for displays of all sizes, AC-powered or battery-operated. Send cutout to:

HANKSCRAFT COMPANY
Display Motor Division
Reedsburg, Wis.

World's Largest Manufacturer of Battery-Operated Display Motors
Sales Offices in these principal cities: Chicago • Philadelphia • Minneapolis • New York • Dallas • Toronto (Ontario) • San Francisco (Erlach Lee Co.)

Created and manufactured by Schmidt Lithograph Co. Cardboard engineering by Rapid Mounting and Finishing Co.

Haycraft Sparked FTC Move to Divest Pillsbury of Duff

WASHINGTON, July 12—Examiner Everett Haycraft, who argued last week that Procter & Gamble's marketing power makes it a menace in the liquid household bleach field, is also the author of a Federal Trade Commission initial decision seeking to force Pillsbury out of the baking mix field (AA, March 16, 1959).

His decision in the Pillsbury case, which is still being reviewed by the commission, advanced some of the same points: That Pillsbury's size and advertising power give it excessive advantages over smaller competitors in the struggle for supermarket shelf space.

His judgment, which would force Pillsbury to dispose of the Duff baking mix line, is under hot attack by Pillsbury. In a brief filed with FTC last summer, Pillsbury charges the examiner's decisions involved "a totally irrational approach to advertising" and "an almost fanatical hostility to it" (AA, Aug. 10, 1959).

■ Although nearly three years have passed since P&G absorbed Clorox, FTC hasn't been sitting on its hands.

The merger occurred Aug. 1, 1957, and FTC's complaint that it might have a tendency to substantially lessen competition was issued Sept. 30.

Hearings got under way Dec. 16 in Cincinnati. The commission's evidence was completed by Aug. 25, 1958, after sessions in Boston, Buffalo, San Francisco, Los Angeles, Chicago, Philadelphia, New York, Detroit and Washington.

P&G got its testimony in during two sessions: Nov. 17-26, 1958, and Jan. 5-9, 1959. FTC's rebuttal testimony began Jan. 26, 1959, and the hearing record was completed Feb. 12, 1959.

■ Before a decision could be written, there were more legal preliminaries to be observed. "Proposed findings" were filed by the opposing party in May, 1959, and oral argument on them was held before the examiner on June 16, 1959. The last of the briefs by opposing lawyers was submitted in November, 1959. Since then, Mr. Haycraft has been sifting through 6,000 pages of testimony and hundreds of exhibits to draw up his recommendation.

During the three years he presided over the Clorox case, Mr. Haycraft was also deciding about a dozen other cases, including two complicated merger cases—Pillsbury's merger with Duff, and nearly 50 acquisitions by Foremost Dairies. Hearings in the cases were sandwiched in, so that he was almost constantly on the bench.

During the past six months he has also been acting director of FTC's hearing examiner division, with administrative responsibilities for seeing that cases moved smoothly through hearings. #

don't dare try
HILL AND HILL
unless you're ready to change your brand

Here's why! No matter how much you like your present brand, you'll find Hill and Hill offers you the best of the things that make Kentucky whiskey taste great. We take the important extra step of aging the whiskey at a constant "Kentucky Summer" temperature of 72°. But it's worth it, for it is enlivened to perfection with a flavor and lightness all its own. Taste it, and you'll make Hill and Hill your own.

Hill and Hill is the 86 proof bottling custom matured lightmost with the smooth flavor of selected Kentucky Straight Bourbon.

THE HILL AND HILL DISTILLERS CO., LOUISVILLE, KY., KENTUCKY STRAIGHT BOURBON WHISKEY—86 PROOF.

DARE OR DON'T—*About 250 newspapers in Hill & Hill whisky's 24-state market will be featuring this like-it-or-leave-it ad. Outdoor and business paper ads are also part of the campaign prepared by Fletcher Richards, Calkins & Holden, New York.*

The Nation's top 25 Markets Account for 54% of the Grocery Sales of all 292 Metropolitan Markets

Within these 25 top markets, The American Weekly *delivers* a greater share of its circulation than any other mass magazine.

In fact, 87% of The American Weekly's 10 million circulation *originates* from newspapers in the 25 market group.

Win *your* case in the top markets, and your product's success is assured.

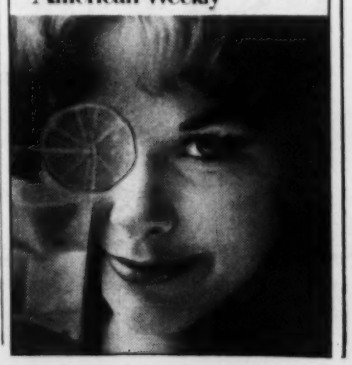
23 Newspapers in top 25 markets

Baltimore American
Boston Advertiser
Buffalo Courier-Express
Chicago's American
Cincinnati Enquirer
Cleveland Plain Dealer
Dallas Times Herald
Denver Rocky Mountain News
Detroit Times
Houston Chronicle
Los Angeles Examiner
Milwaukee Sentinel
New Orleans Times-Picayune
New York Journal-American
Philadelphia Bulletin
Pittsburgh Post-Gazette & Sun-Telegraph
St. Louis Globe-Democrat
St. Paul Pioneer Press
San Antonio Light
San Diego Tribune
San Francisco Examiner
Seattle Post-Intelligencer
Washington Post

12 Newspapers in other pivotal markets

Albany Times-Union
Charlotte News
Columbia S. C. State
Corpus Christi Caller-Times
El Paso Times
Ft. Lauderdale News
Ft. Wayne News-Sentinel
Huntington W. Va. Herald-Advertiser
Palm Beach Post-Times
Portland Oregonian
Syracuse Herald-American
Wichita Beacon

The American Weekly



MAY THE BEST MAN WIN!

It takes more than a ship to win a sailing race . . . any captain, any crew will agree.

And any executive knows the same principle is true in business. It takes more than machines and equipment to outpace competition. Here at Superior, we are very proud of our plant. But we know the dot-by-dot perfection delivered day or night is a measure, too, of the skill, knowledge, and character of our personnel. The combination makes possible a perfection of utmost importance to you who are interested in the finest in printing. **SUperior 7-7070.**

SUPERIOR ENGRAVING CO.
215 West Superior St. Chicago 10, Ill.

CALL NIGHT OR DAY

Chicago's Foremost Photoengraving and Offset Platemaking Plant.

Scott Adds Gaylord Account; Appoints Dickson, Green

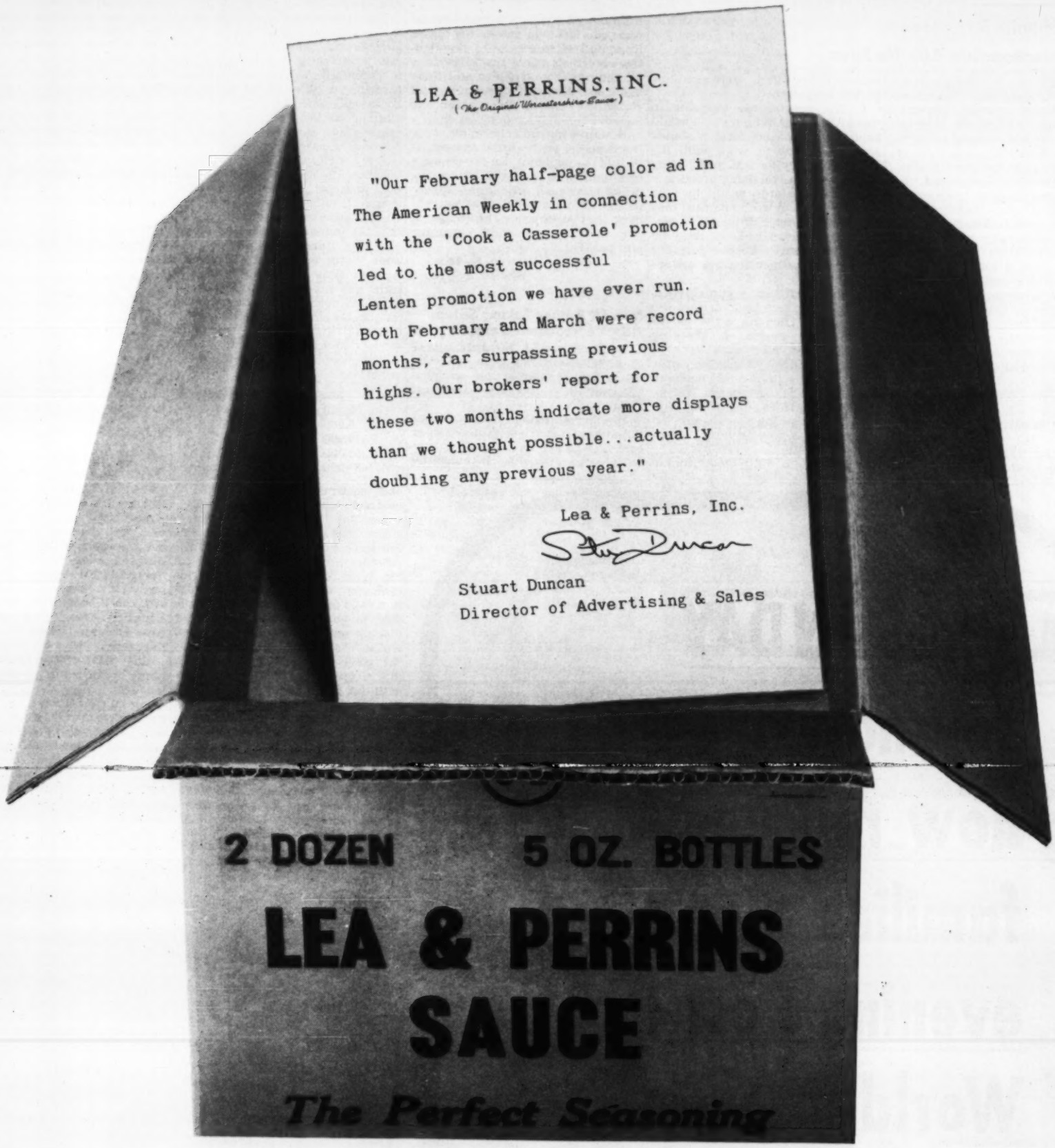
Gaylord Products Inc., Chicago, maker of Gayla Hold-Bob bobby pins and related hair accessories, has named R. Jack Scott Inc., Chicago, as its agency, succeeding Rothbardt & Haas Advertising, Chicago.

Scott has appointed two new copywriters: Dale Dickson, formerly of William Hart Adler Inc., Chicago, and Ruth Green, from Wentzel & Fluge, Chicago.

Ralph Harrington Retires

Ralph H. Harrington, advertising manager of General Tire & Rubber Co. for more than 20 years and retail merchandising manager for the past three years, has retired at Akron, in line with the company's step-down-at-65 policy. He is a former director of ANA.

We rest our case...


LEA & PERRINS, INC.
(The Original Worcestershire Sauce)
"Our February half-page color ad in The American Weekly in connection with the 'Cook a Casserole' promotion led to the most successful Lenten promotion we have ever run. Both February and March were record months, far surpassing previous highs. Our brokers' report for these two months indicate more displays than we thought possible...actually doubling any previous year."
Lea & Perrins, Inc.
Stuart Duncan
Director of Advertising & Sales
2 DOZEN
5 OZ. BOTTLES
LEA & PERRINS
SAUCE
The Perfect Seasoning

The Lea & Perrins advertisement, an American Weekly exclusive, was the only color space and the largest ad run by this company in the first quarter of 1960. It was part of the seven-page section launching the "Cook a Casserole Supper —Country Style" promotion. Over 10,000 supermarkets participated in this fully-integrated selling program.

This experienced national advertiser chose The American Weekly for its ability to evoke immediate and enthusiastic reader response, plus its enormous concentration of such readers in vital marketing areas. It paid off for Lea & Perrins . . . it can pay off for you. So put "your case" before the most responsive "jury" on the American scene!

The American Weekly *concentrates on America's pivotal supermarket areas*

575 Lexington Avenue, New York 22, New York Atlanta • Boston • Chicago • Detroit • Los Angeles • San Francisco

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Use Economic Sanctions to Halt Objectionable Ads, He Says

To the Editor: All the proposals being put forward that "the advertising industry should advertise itself" seem to overlook a simple fact: That we are already advertising our industry in every advertisement we place for our clients. . .

It is generally recognized that the vast percentage of the *national* advertising is non-offensive. . .

How can we go about cleaning up the troublesome minority of national advertisers that give the entire industry a black eye?

The Four A's committee on objectionable advertising is making a good effort in this direction but it obviously isn't enough or we wouldn't have the pr problem we have today. Moral suasion by itself has been inadequate and will probably continue to be inadequate. Nor, from its own statement, can we expect the understaffed FTC to police our industry for us.

I believe our industry can do this policing job itself . . . if we are willing to employ the painful measures required. Here's a suggested approach:

1. The responsible elements in the advertising industry . . . would band together and form a standards committee to work with the FTC in clarifying and publicizing standards of advertising practice.

2. The standards would then be impressed upon all important media which carry national advertising. . . This, I believe, must be the heart of any effective program to eliminate objectionable advertising.

3. The standards committee, working in effect as an arm of the FTC, would then have the job of policing the media. A checking bureau would read each issue of every national magazine, monitor all network tv programming, make spot checks of newspaper and tv and radio stations. (All this would cost money but so would a big campaign to advertise advertising.)

4. Media carrying objectionable national advertising would first be warned. Now we get to the teeth. Repeated offenses would result in the medium's being blacklisted by all the major advertisers and their agencies. Economic pressure will work when moral indignation has failed.

Whether or not the plan outlined above is the final answer, it should be evident that economic sanctions will be needed if we are to eliminate objectionable advertising. And it should also be evident that to improve the image of our industry, we must improve our product.

Warren R. Dix,
Sewickley, Pa.

• • •

Not All Dailies Taking Salem Ads Veered from Card Rates

To the Editor: In the July 4 issue of Advertising Age we were very interested in the article entitled "Dailies Cheer, Boo Esty Discount Demand."

While your article does not specifically say that every newspaper carrying this color schedule granted special discounts, it certainly implies that this is the case. And it would seem to us that clarification on this point is necessary if you are to treat the individual newspapers involved with the ethics which we are certain Advertising Age stands for.

The *Cincinnati Enquirer* is one of the newspapers carrying the 14-page Salem cigaret color schedule. The advertising was accepted and is running on the basis of our printed rate card. There have been no special discounts of any kind granted in connection with this campaign.

At the time the Esty agency contacted the *Enquirer* concerning our thoughts on such a schedule and their discount proposals we pointed out to them that many years ago the *Enquirer* came to the conclusion that national advertisers were due bulk linage discounts on the same basis as retail advertisers. At that time a sliding bulk rate scale was made effective, and we have followed that policy for the last 30 years. Currently, our daily national rate structure starts at 46¢ per line open rate and graduates downward in the following variations:

1,000	$0.45
2,500	.44
5,000	.43
10,000	.42
20,000	.41
30,000	.40

and continues to a 200,000-line contract at 37 cents per line daily.

The total linage in the Salem cigaret campaign amounts to 35,-280 lines and thus earns the 30,-100-line rate of 40¢ per line. On the basis of our rate card, this campaign enjoyed a 13% reduction from open rate, which is available to every national advertiser placing any 35,280-line campaign within a contract year. Insofar as the color premium is concerned, that remained at $400 per page with no discounts. On this basis our regular card rates came within the cost per thousand which the Esty agency and the R. J. Reynolds Tobacco Co. considered acceptable in their budgeting.

You might be interested to know that in addition to the above rate differentials, the *Enquirer* offers 1% discount on the bulk linage contract for 13 consecutive and equal insertions. Inasmuch as the Salem cigaret campaign did not call for consecutive week insertions, they were not granted this additional discount. Under the circumstances, in the case of the *Enquirer*, Wm. Esty Co. in no way attempted to price our newspaper or set our rates. On the other hand, the *Enquirer* never contemplated and will not countenance accepting any advertising schedule other than on the basis of our published rate card.

All this leads up to the first point; the article referred to in your issue of July 4 intimates that the newspapers carrying the Salem cigaret schedule in toto granted additional discounts. We think it is only fair that you indicate this is not the case . . .

Lewis T. Beman,
Manager, General Advertising Department, *Cincinnati Enquirer.*

AA's story noted that: "If a selected newspaper's color rate represented a cost-per-1,000 circulation figure of $7 or less, the publisher was automatically included on the Reynolds schedule and no discounts were requested." However, we welcome the opportunity given us by Mr. Beman's letter to set the record straight.

• • •

Mr. Borden Explains the 'Why' of Kodak's Baseball Ad

To the Editor: In criticizing the illustration appearing in a recent Kodak ad (your "Voice of the Advertiser" columns, June 27), Martin Gunther of Los Angeles displays his abysmal ignorance of baseball. No wonder the Dodgers are where they are.

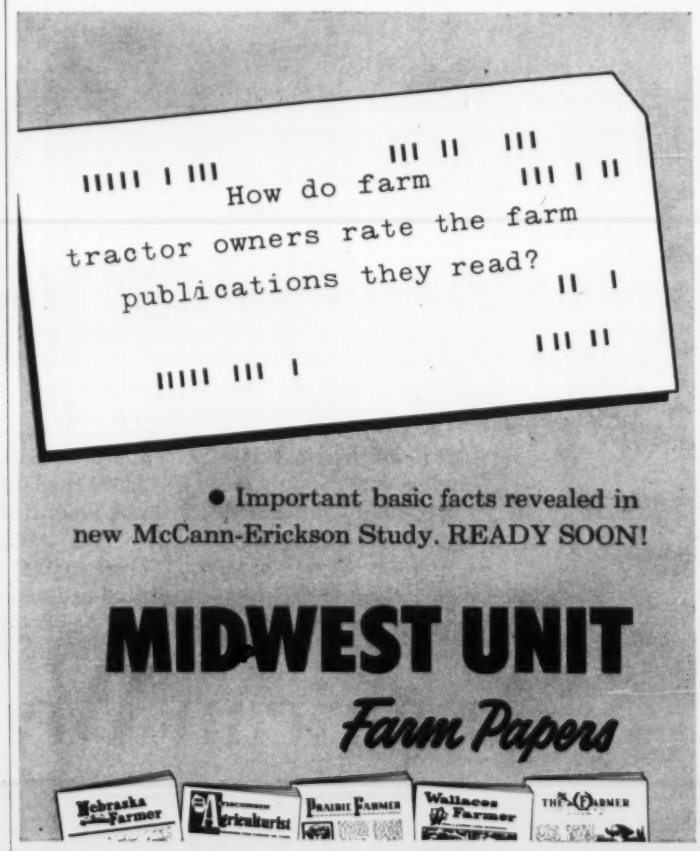
To any student of the game, the situation bringing about the picture is crystal clear. This is what happened:

Last half of the ninth, and the home team trails by one run. The lead-off batter doubles. With the tying run on second, and none out, the defense anticipates a sacrifice bunt. Ergo, with the pitch, the first and third basemen charge the plate, leaving their posts uncovered. The second baseman moves to cover first, while the shortstop protects third against a possible move by the runner on second.

However, trying to cross up the opposition, the home team's man-

The SUNDAY Journal-American now reaches MORE families than the evening Post and World-Telegram and Sun COMBINED!

A.B.C. Publishers' Statements for 6 months ended March 31, 1960.
The N.Y. Journal-American is represented nationally by Hearst Advertising Service Inc.



ager gives the batter the sign to swing away. He does, driving a screaming low liner into the left-center field alley that carries all the earmarks of an extra base, game-tying hit.

While the left and center fielders frantically streak for the ball, the overanxious runner takes off. He is already past third when the left fielder makes a sensational, leaping one-handed catch. The runner puts on the brakes, reverses his field and tries to get back.

But, all the defensive players are out of position. Only the right fielder, who had been playing shallow and in the hole for the left handed batter, is able to operate. He dashes in to cover second (the picture shows him on the outfield side of the base, doesn't it?) and takes the throw from the left fielder in time to double up the runner, who, as Mr. Gunther has pointed out, is indeed running the wrong way . . . back towards second.

How do I know all this? . . . it's obvious.

Frederick Borden,
New York.

• • •

A Decimal Point Misplaced

To the Editor: A decimal point can change a story, can't it?

In "1960-61 Population Changes for 189 Metropolitan Areas" (AA, June 27) Jacksonville's "outside central city" showed a population increase of 15.4%. Actually, it is closer to 154.0%.

The error probably originated at the U. S. Census Bureau because the current issue of *Broadcasting* uses the same figure.

Thanks for publishing the information, it will be most useful.

Tom W. Mahaffey,
Advertising-Promotion Director, WJXT, Jacksonville, Fla.

• • •

Ad with Profane Head Voted a 'Judas' Award

To the Editor: If advertising as a creative profession, per se, ever goes "down the drain," I doubt that it will be because of the total nuclear devastation of our nation, but rather, the result of "kamikaze"-like ads such as the one I enclose. . .

After my initial shock at the headline profanity subsided, I read and re-read the copy, hoping to find a play-on-words or *double entendre* which might tend to excuse such an ill-advised group of words. There is none. This headline is genuinely spurious, as is the entire ad.

Are they trying to sell the hotel, as the cursory reader might think? No.

Are they selling golf balls? No. And even stretching my imagination to its limits, nowhere can I

find a remote justification for such an illustration.

The use of the barbaric red in conjunction with such an over-all negative vein arouses in me the feeling that, of all the hundreds of convention hotels in Florida, this is the one I'd make a conscientious effort to avoid.

Please enter this as my nomination for a "Judas" award to ads best qualified to "crucify" creativeness.

E. Lynn Cosgrove,
Account Executive, McCormick Advertising Co., Amarillo, Tex.

• • •

A Formula for How to Use Soft Sell and Hard Sell

To the Editor: Mr. Van Stee's letter about which is better advertising, the "reason why" ad, or the "Man on the White Horse" type (AA, June 20), basically brings up again the old, old question: Which works best, hard sell, or soft sell?

The answer, I think, to the whole problem is essentially simple. Every copywriter in the world has faced it time and time again. The best approach depends *solely* on the product.

To use hard sell, a product must contain directly or indirectly only one quality—desirable news interest. What kind of news interest? There are many varieties. The product may do something no other has ever done before—like a lawn mower that selectively destroys weeds as it mows. It can have news value in price—a new Ford for $895. Or, 200 baby chicks for $1.98. Or, a new soda which really makes you twice as smart as you are now.

Any product—with a few possible exceptions—that has *real* news interest can be hard sold . . .

But what about soft sell? I would say that anything that has no desirable news value to it has to be soft sold in some manner. And the vast majority of products on the market falls into this category. Soft sell, as a rule, strives to build up complex emotions of desire in the consumer. For instance, people who use X Brand are in-the-know. Or the product has "quality."

The greatest obvious sins in advertising are often committed by agencies and/or clients who do not recognize which type of advertising their product demands . . .

Naturally, I've given the whole problem a much too black-or-white interpretation. But I think if I keep my general principle firmly in mind, next time someone asks me for a campaign to promote a new brand of tomato juice, I'll know in what general direction to go. And if some one comes up with a pill to drop in the gas tank which gives a Detroit car 65 miles to the gallon, I'll know damn well how to advertise it.

Robert A. Cunningham,
Whistle & Vess Beverages, St. Louis.

• • •

Rep. Boggs Is from Louisiana, Not Alabama

To the Editor: In your editorial entitled, "Act on the *Boggs Bill*," published in the June 27, 1960, issue of ADVERTISING AGE, you state Rep. Hale Boggs is from Alabama.

This statement is in error, since Boggs represents a congressional district in New Orleans.

Roy Dabadie,
Advertising and Sales Promotion Manager, Community Coffee Company Inc., Baton Rouge.

Several other readers from Louisiana have written on our misplacing Rep. Boggs. We stand corrected. Rep. Hale Boggs is from Louisiana.

• • •

Spice Islands Campaign Destroys His Illusions

To the Editor: Your article re: Spice Islands Products, with the accompanying illustrations (AA. June 27), created a minor mental irritation.

I remember an advertising expert once saying, "When you first glance at a layout, what is the initial impression you receive?" My examination of the Spice Islands campaign revealed an emotional disturbance which would surely upset the well-being of the creative team responsible for the work.

I am a firm believer in the axiom: "A creator of abstracts, intending same for commercial advertising, should never tamper with the romantic memories formed by adolescents in the process of growing up."

I am no longer an adolescent but still, like the vast majority, retain my personal impressions of what the word spice represents.

To me, the word conjures an imaginative panoramic of: Camel caravans, medieval knights, Spanish galleons, royal courts, sheiks in their burnooses, gold coins . . . all these exotic portrayals of a commodity that have come down through the centuries untrammeled by modern influences.

To ask us to picture this product in any other fashion can cause only disillusionment which no amount of brilliant copywriting, nor more finally—the assumed superlative quality of the product itself—can overcome.

Wes Mitchell,
The Canadian Realtor, Toronto.

Switch to Lake Shore for faster service!

ELECTROTYPES • NEWSPAPER MATS
REILLYTYPES • PLASTIC PLATES

LAKE SHORE ELECTROTYPE DIVISION
1224 W. VAN BUREN • CHICAGO 7, ILL. • SEeley 8-1010

IMPACT!
KROD-TV DELIVERS MORE METROPOLITAN SHARE OF AUDIENCE THAN OTHER EL PASO STATIONS COMBINED*

IMPACT!
KROD-TV DELIVERS 19 OUT OF TOP 20 SHOWS IN EL PASO IN TOTAL HOMES REACHED*

IMPACT!
KROD-TV LEADS IN TOTAL HOMES REACHED IN MORE RATED QUARTER-HOURS THAN OTHER EL PASO STATIONS COMBINED*

*ARB, March 1960

KROD-TV
EL PASO, TEXAS

The TV Buy
KROD-TV EL PASO · KVII-TV AMARILLO · KOSA-TV ODESSA-MIDLAND
DELIVERS 3 OF THE NATION'S FASTEST-GROWING TV MARKETS 1950-1959*

*Television, Feb. 1960

	Rank in Texas	Rank in U. S.
Odessa-Midland	1st	13th
El Paso	2nd	14th
Amarillo	8th	39th

3 QUALITY STATIONS / 1 NATIONAL REPRESENTATIVE
QUALITY MARKETS / THE BOLLING COMPANY, INC.

Jack C. Vaughn, Chairman of the Board
Cecil L. Trigg, President
George C. Collie, Nat. Sales Mgr.

a TV TRIGG VAUGHN STATION
KROD-TV EL PASO · KVII-TV AMARILLO · KOSA-TV ODESSA-MIDLAND

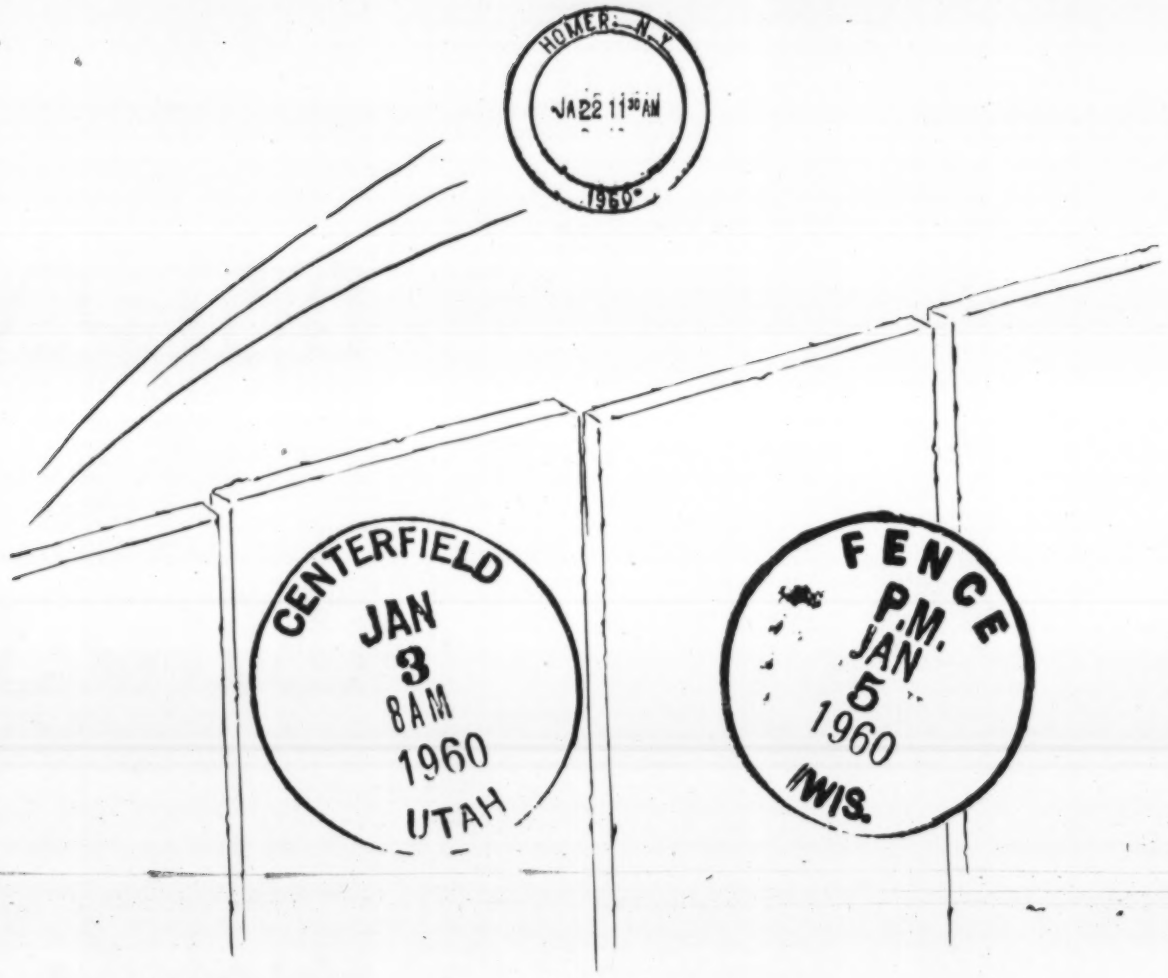
1960 Preliminary Census Figures For . . .
Tucson

CORPORATE TUCSON	City Zone	Metropolitan Area	Retail Trading Zone
210,016	241,660	262,139	403,284

The Arizona Daily Star Morning and Sunday
Tucson Daily Citizen Evening
54th in Corporate City Population of the Top 60 Markets

2 Independent Newspapers Produced in the Same Plant • Represented Nationally by Cresmer & Woodward, Inc.

The postmarks are actual reproductions



Grit goes to bat for you in 16,000 small towns to help provide balanced national coverage

In major-league cities, the metropolitan-minded mass magazines give you solid coverage. But in 16,000 small towns coast to coast it's a different story. Here the mass magazines thin out . . . and Grit fills in to provide *balanced national coverage*. Keep Grit on your schedule this season. In terms of total marketing success, you can't get to first base without it.

GRIT

Grit Publishing Co., Williamsport, Pa. • Represented by Scolaro, Meeker & Scott, Inc. in New York, Chicago, Detroit, Philadelphia; and by Doyle & Hawley, Inc., in Los Angeles and San Francisco

Advertising Age

Feature Section

Weiss Discusses the Leisure Market

Picking a New Product Name

Be First to Tell Specific Facts

Outline for Successful Agency Salesman

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

McMahan on TV Commercials . . .

Agency Creativity: The Score Is 17 to 9

Harry McMahan comments each month on new commercials, trends and techniques in tv advertising. From his ten-year collection of hundreds of television's top commercials, he is now selecting 32 reels of the best for an industry library. It will be made available this fall for advertisers, agencies and students of the television commercial.

By Harry W. McMahan

About as touchy a bunion as one cares to step on in this business is: Whose *idea* was the commercial?

Most agencies wear tight shoes and a slightly pained expression on this whole subject of creative prerogatives. No one, but no one outside their sacrosanct walls, can possibly have a good creative concept for television advertising.

Harry W. McMahan

But two dozen top agency vps vote otherwise.

These tv vps were judges at the recent American TV Commercials Festival and an analysis of their selections must shock their own shops.

In the 26 categories, their winning picks included nine commercials created outside the agencies.

In other words, this would indicate the agency's own people (and all but one of the top agencies was represented) think that more than a third of the best commercials being produced today are being created by the supplying producers and outside writers.

Most significant: their award for the "Best Advertising Campaign" went to such a producer-created spot. Ouch!

■ The score of 9 to 17 is a good one for the Outsides against the Insides, we think. Television needs every brain cell possible working on its quick-now, billion-dollar business. And agencies have neglected their job of developing new manpower for the new medium.

The creative producers of our business (who have become pretty darned good *advertising* men themselves these last 12 years) need to be given more and more opportunities.

Their committee-free creativity is just the sort of fresh air we need to combat some of television's stale mediocrity right now.

Bunions be damned!

Economy-Size Fords Win Again

Ford goes right along creating just about the best string of :20 spots in the business. There was that classic non-verbal "Buy a Ford" a few years back, then the award-winning "Shaggy Dog" take-off on Viceroy last year.

This year it's Ford again winning the economy-size cartoon category at the Venice International Festival.

This :20 is short on words, doesn't even bother to say "Ford." It opens with a little man at his tv set as his wife leaves the room during the commercial. Ford comes on big with dancing girls. They fill the room and the little man steps right along with them. Then all quiets down as wifie returns: "Did I miss anything, dear?"

"—Just the commercial."

Chris Jenkyns at Playhouse, Hollywood, did the story line and the design (sort of Moon Mullinsish!), with Bill Melendez directing.

Like "Shaggy Dog," this one was produced for the Ford Dealers of Southern California by JWT, Los Angeles. The rest of the country generally picks 'em up later, for similar saturation spot use. May this one go the same route.

Amoco's Grand Prix

We've looked at close to a hundred gasoline commercials so far this year and very few give any more thrill than an old maid's pleasure in watching the gas tank getting filled.

Not so Amoco.

They're out for excitement and they make it come off. It's Amoco's seventh sponsorship of the endurance Grand Prix at Sebring, Fla., and the commercial sizzles. Good shots. Great tempo. Superb sound track.

Theme is "Champions Choose Amoco" plus re-emphasis on the familiar no-lead gasoline story. Jim Shelby of The Joseph Katz Co. was the exec producer and also co-writer with Stuart Ganon of the agency. PGL, New York, produced.

This may well be the most exciting gasoline commercial of the year. Amoco isn't kidding: it's really got the lead out of its gas.

Pillar to Post: What Next?

Post cereals had a hearty breakfast with their "Little Bit Better" theme, but most of the protein seems to be gone by now. There seems to be a new quest for nourishment.

Most charming of the new batch of Post commercials is a bit of whimsy called "Board Meeting." It's for Sugar Crisp and it concerns the board's consumer preference interview with a happily biased five-year-old.

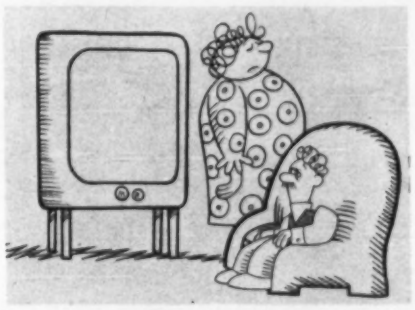
Ray Favata produced for Benton & Bowles.

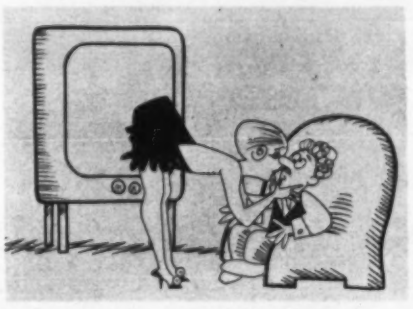
It's delightful. But it's not "Just a Little Bit Better." Query for B&B: How do you top yourself?

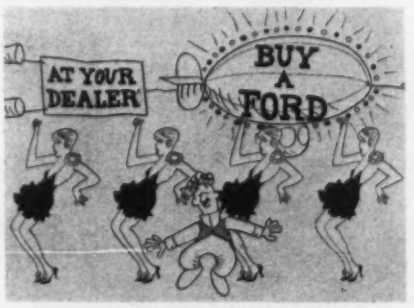
Hamm's Again and Again

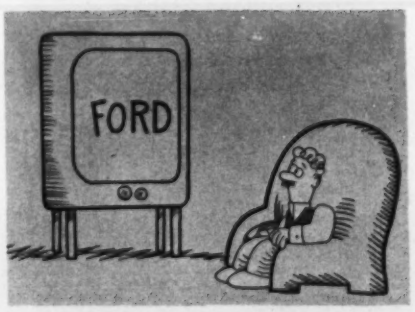
Through the years, few advertisers have used the medium more adroitly than Hamm's beer. Maybe there was some luck in finding the formula, but there is nothing but shrewdness in the way they've hung on to it and improved it, year after

Mr. McMahan will head the panel analyzing current tv commercials at the ADVERTISING AGE Workshop, Aug. 4 in Chicago.



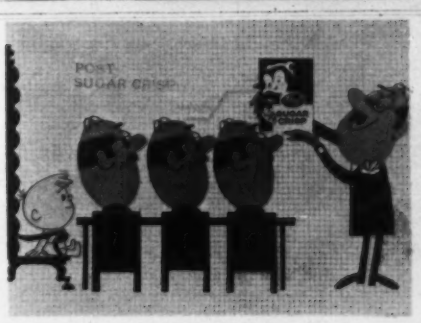






Ford

American Oil Co.



General Foods

Theo. Hamm Brewing Co.

year. This once regional beer has defied the industry trend and pushed itself aggressively into market after market. From the "Land of Sky Blue Waters," Hamm's first went west to California and now east to Baltimore and the Atlantic seaboard.

In the tough Southern California beer market, Schlitz and Budweiser moved in with new $25,000,000 breweries. Hamm's moved in with television. Hamm's won.

The eastern battle ahead will be tough, but Hamm's tv will be the not-so-secret weapon again. Oddly enough, their commercials win viewer popularity awards—and sell beer, too. Madison Ave. may find the cartoon style too corny, but not the viewers. (Once the agency experimented with a "modernized" style, but junked the commercial before it got on the air.)

This year's Hamm's series keeps the formula intact: old corny bear and friends in new old corny plots and the "Sky Blue Waters" theme. But the visual graphics with lakes and a beer-drinking mood top anything they've ever done before.

Credits: Campbell-Mithun, Minneapolis, for shrewd generalship; Howard Swift of Swift-Chaplin for the cornball cartooning; Cascade of California for the thirst-provoking visuals.

Such a simple formula for success—or is it?

Let's Come to Our Census

Since television came along, our birth rate has kept climbing at a rate of more than 4,000,000 a year. (Not that there is any particular connection.)

But we blame Pet Milk and Johnson & Johnson just a trifle for their stimulating human interest commercials on babies. More appealing stuff it's hard to conceive of.

Johnson & Johnson has added two new charmers to its list lately, one on baby powder, one on baby cream.

The camera centers in both cases on you-can't-miss-with babies. But the special touch is the sound tracks: off-screen dialogs between the mother and a young visitor about the "bald-headed baby," between husband and wife about the "beauty mark . . . on a boy?!!!"

William Schnurr, a very perceptive dialogist, wrote for Y&R. On Film, Princeton, N.J., produced both films.

Words fail at describing the unique quality of these two commercials, maybe —so personal, so warm and chuckly, so very human. Television owes them a special award for thoughtful use of the medium.

They're bound to create a new audience.

Automotive Research?

Advertising can't explain a lot of its failures, any more than a doctor cares to attend all his funerals.

In automobiles, competition is decidedly on the compact side this year. Mercury and Plymouth, for instance, can find a lot of small excuses here and there. But not necessarily on their tv commercials.

Plymouth has some notable tv efforts out of Ayer this year and we'd especially commend their "No More Shake, No More Rattle, No More Roll" spot. Graphic. A great story on product improvements.

Mercury, too, has a good, tight spot in its new "Mercury Quality," from K&E. A rousing sound track. Powerful camera work. Good pacing.

Both films were produced by Van Praag and both are about as flawless as this dean of automotive advertising on tv can make 'em.

So where's the fault? Not the product, not the advertising. We think it's simply the chaotic changes in the automobile market. This year Detroit is Murder Inc.

Anyone care to second guess the problem?

Brush 'em or They'll Fall Out

Toothpaste, too.

What would you do if you were up against Colgate and Gleem? Ipana is trying a new change of pace and it's very appealing. It may not slug it out with CP and P&G on the hard-claim front but it should very well hold its own minty share of market.

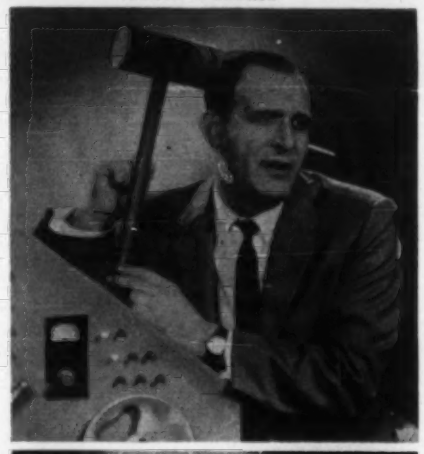
This commercial won the citation for jingle at the American Festival and it's loaded with charm. But the little girl, who carries the whole commercial, has her work cut out for her.

Jack Easton did the music, John Ercole the cinematography. Les Collins produced for Doherty, Clifford, Steers & Shenfield at Transfilm-Caravel.

How About a New Ballpoint?

While you're tackling those auto and toothpaste problems, would you care to

Johnson & Johnson



Eagle Stick-Pen

Mercury

Plymouth

Bristol-Myers

BIZ QUIZ

Lester Leber

Compiled by Lester Leber

How much do you know or how good are you at guessing? Answers on Page 82.

1. People spend less time with media during the summer than during the winter. However, one of these enjoys increased summer attention:
   (A) TV (B) Radio (C) Newspapers (D) Magazines
2. During the 1959-60 season, the three tv networks carried 75 hours of regularly-scheduled sponsored programs each week. Number of hours devoted to live shows was
   (A) 15 (B) 30 (C) 50
3. Leading medium for expenditures by manufacturers of cosmetics, toiletries and drugs is
   (A) Magazines (B) Newspapers (C) Tv
4. Of the nation's 51,500,000 households, those that have a daily or Sunday newspaper delivered to them are
   (A) 1 out of 3 (B) 1 out of 2 (C) 2 out of 3
5. Among magazines the largest newsstand circulation belongs to
   (A) TV Guide (B) Saturday Evening Post (C) Reader's Digest
6. "Magazone" means
   (A) Large metropolitan area
   (B) Group of magazines
   (C) Regional editions
7. Preliminary figures for the 1960 census show that the state with the largest percentage of increase is
   (A) Florida (B) California (C) Texas
8. Most populous state is now
   (A) Pennsylvania (B) California (C) New York
9. During its last fiscal year A&P opened 237 stores and closed 213. Its total number of units is now about
   (A) 1,200 (B) 4,200 (C) 7,200
10. Among department stores the best percentage of profit on sales is earned by the group with annual volume of
    (A) Less than $1,000,000
    (B) Between $20,000,000 and $50,000,000
    (C) Over $50,000,000
11. According to the American Assn. of Advertising Agencies, its members have a percentage of profit on sales (i.e., billings) of
    (A) ½% (B) 1½% (C) 3%
12. Of all farms those owned by corporations now represent
    (A) 4% (B) 14% (C) 24%
13. America's biggest brewer is
    (A) Anheuser-Busch (B) Schlitz (C) Falstaff
14. During first half of this year Chevrolet continued to produce largest number of units and Ford stayed in second place. Third slot was occupied by
    (A) Falcon (B) Rambler (C) Pontiac
15. One of these appears on the Labor Department's list of cities hardest hit by long-term unemployment
    (A) Baltimore (B) Detroit (C) Boston
16. Stock market's all-time high was attained in
    (A) 1929 (B) 1946 (C) 1960
17. The word "font" refers to
    (A) Engraving (B) Typography (C) Letterpress printing
18. "McKittrick's" is
    (A) A directory (B) An advertising agency (C) A woman's magazine
19. "Logotype" means
    (A) One line of type
    (B) Name of a product or company
    (C) Duplicate of an engraving
20. "M. R." means
    (A) A man's magazine
    (B) A kind of reproduction
    (C) A form of research

His Knowledge of "What's New" May Interest 25,000 Purchasing Agents in Your Product!

Dave Bressen, New Product Editor . . . shown here talking with Worthington engineer Raymond A. Brandoli . . . is finding out everything that *Purchasing Week* readers might want to know about this new Worthington compressor.

Because keeping abreast of new and improved products is a full-time job, Dave—a graduate in industrial engineering—devotes all his efforts to this area. As a result, his knowledge of the latest developments covers a broad range of industrial products. Over 25,000 purchasing agents realize the importance of information like this . . . that's one of their reasons for reading *Purchasing Week* regularly.

Today's highly competitive market has elevated purchasing's role in business to a degree never attained before. Management knows that profit is just partially derived from selling and that important contributions to profits can be made through more efficient buying. In fact, a 4% saving in procurement cost may reflect a profit equal to a 20% increase in sales. Therefore, an ever increasing number of organizations rely on well-informed specialists to perform the purchasing function.

If you'd like these purchasing agents to know your products better, you have immediate entree to over 25,000 of them. Advertise in *Purchasing Week* . . . the only weekly news publication edited exclusively to satisfy the complete information needs of purchasing specialists — by Dave Bressen and sixteen other full-time editors.

Purchasing Week

McGRAW-HILL'S NATIONAL NEWSPAPER OF PURCHASING
330 WEST 42nd STREET • NEW YORK 36, NEW YORK

introduce a new ballpoint against Paper-Mate, Parker, Sheaffer and company?

Eagle Stick-Pen is out to do it, with an "off-beat" approach for tv. Milt Kamen, a very funny comic, is starred in five :20s produced by Wilbur Streech. In turn, they satirize Anacin, Viceroy, Gillette and Riverboat, and audiences are bound to roar at the slapstick.

Funny commercials. And they just might do a surprising job in building awareness for the new product. Shaller-Rubin Co., the agency, plans to use them in saturation.

Vintage Year for :20s

1960 is turning out an exceptional crop of good :20s. Noted above are Ford and Eagle Stick-Pen. Next month: some of the :20 work for Michigan Milk, Northwest Orient and Martini & Rossi. We're putting together a reel of 'em which well might bear the title "The Twenty is Plenty."

Also next month: a half-dozen commercials from the Doyle Dane Bernbach shop and comments on how this shop is bringing a new flair to tv advertising. #

On the Merchandising Front . . .

That Leisure Market

By E. B. Weiss

I have never been one to underestimate the gigantic contribution to our total economy made by (1) more leisure hours and (2) larger incomes available to make those leisure hours more enjoyable.

E. B. Weiss

But the truly mammoth change that has come about in this nation with relation to leisure time and greater discretionary purchasing power was brought home graphically in an item I ran across recently that took a backward look of 50 years. I think the few facts that stopped me dead in my tracks will have at least the same impact on most marketing men and will give them a new appreciation of how more leisure time and more buying power have combined to create new markets.

The report cited in the item I refer to involved a study by the U.S. Commissioner of Labor. That study covered the year 1910. It covered the steel industry of that year, and included 300 plants which then employed 173,000 people—82% of total steel employment for that year.

■ Now for some of the fantastic highlights of that study:

1. Almost 30% of those 173,000 workers worked a *7-day* week.

2. On shift transfers (from night work to day work or vice versa), which usually occurred each week or two, a man would work from *18 to 24* hours.

3. More than two out of every five employes in certain steel operations had weekly hours of *72* or more.

4. Blast furnace workers had a weekly schedule of *84* or more hours.

5. In 1910, 42% of these workers were earning less than *18¢* an hour.

6. The potential fulltime weekly earnings of nearly half of the workers were under *$12.50*.

7. In plants which operated six months or more in 1910 (seasonal unemployment was, of course, common) top median *annual* earnings were *$630*.

8. No premium was paid for overtime or for Sunday work!

■ The dollar of 1910 would buy approximately three times the dollar of 1960, so triple the above earning figures and those facts still rate exclamation marks.

Time for living—and the wherewithal to put that leisure time to various uses—these two have been the greatest marketing contributions of the last half century. Some of the current crop of marketing men might pause long enough to wonder how resultful their efforts would be if our present-day shopulation worked a six-day week of 60 hours and averaged annual earnings of $2,000—all of which would have looked like seventh heaven to most workers *circa* 1910.

And while we are taking this backward look, there are two more facts that might be cited:

1. Current credit business at retail for one of the great department store chains (which is heading toward a $1 billion annual volume) is now 60%. It may go to 75% or 80% according to its top executive officer (this includes budget, revolving and straight 30-day credit plans).

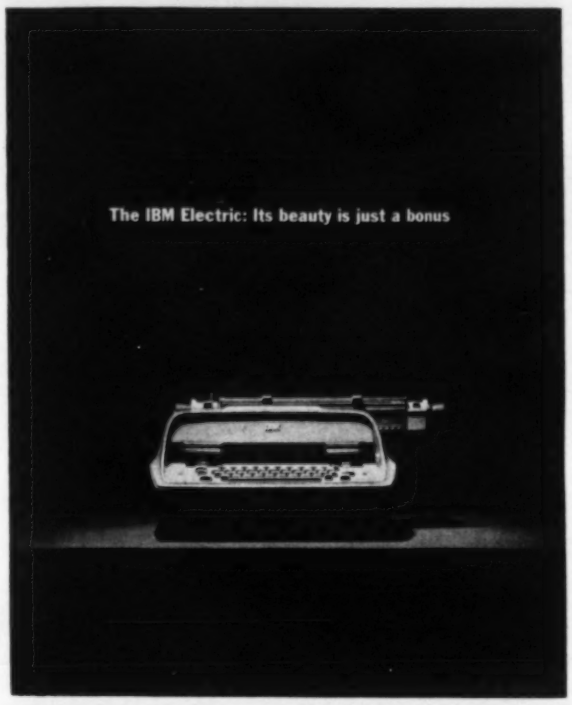
2. The nation's largest shopping center developer reports: "Shopping centers do about 60% of their business at night. The figure is rising. It is only a matter of a short time when shopping center merchants will do business six nights a week."

■ I am able to remember when credit buying was guaranteed to ruin this nation. And I am able to remember even more clearly (because it occurred more recently) when night hours were guaranteed to ruin retailing. Indeed, I can recall a talk I made on night hours before the then National Retail Dry Goods Assn. membership of some 1,000 which was received with *total* disbelief, outright annoyance, and even an occasional hoot.

Yes, the world does change. But too often marketing men tend to fight change, instead of welcoming change. #

The Creative Man's Corner . . .

Cryptic



Let us assume that the writer of these lines is a business man. He is, therefore, interested in accumulating any information helpful to him in running his business. That is why, under the circumstances, he would read *Fortune, Business Week, Nation's Business*—together with the particular trade papers common to the field in which he operates.

As an executive, he might also read *Time, Newsweek, U. S. News & World Report*. Advertisers interested in selling him equipment or services would, therefore, use the pages of these magazines to reach him. Here they would tell him of their product, or the service they performed, and the benefits it could bring to his business.

Knowing the demands on him, the copywriter might just possibly decide to conserve his time by keeping the message short. Short, but still informative. Certainly nothing so cryptic as this IBM electric typewriter ad. Whatever can a business man find compelling in the statement, "Its beauty is just a bonus"?

We're confident this ad will Starch magnificently. High noting. High "read most." But what research will reveal how much was carried away in the minds of those who noted and read it? And is such research needed to provide the answer? It seems to us evident enough in the paucity of information the ad conveys. #

Employe Communications . . .

Farm Paper Appeals to Cliffdwellers

By Robert Newcomb and Marg Sammons

(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

Some of the external publications produced by our industrial concerns appear to be getting heavy with internal economics. Each industry, it is growing clear, has some sort of axe to grind and—through the medium of the external company publication—seems anxious to solicit the interest of outside groups in seeing it gets a good, sharp edge.

The editorial policy in most cases is probably valid. Stockholder Jones has a hunk of oil company stock and therefore must be assumed to have a deep interest in percentage depletion. The shareholder with a block of some public utility ought to feel irate most of the time about TVA, and if he doesn't, the company external will needle him. There is no serious objection to this rigid formula of editorial persuasion, but the reader might like to see something else once in a while, something strictly unrelated to the business of the company's private economics.

■ For our dough give us "Farm Family," a simple little 16-page monthly in one color put out "in the interest of better agriculture" by the Humble division of Humble Oil & Refining Co., Houston.

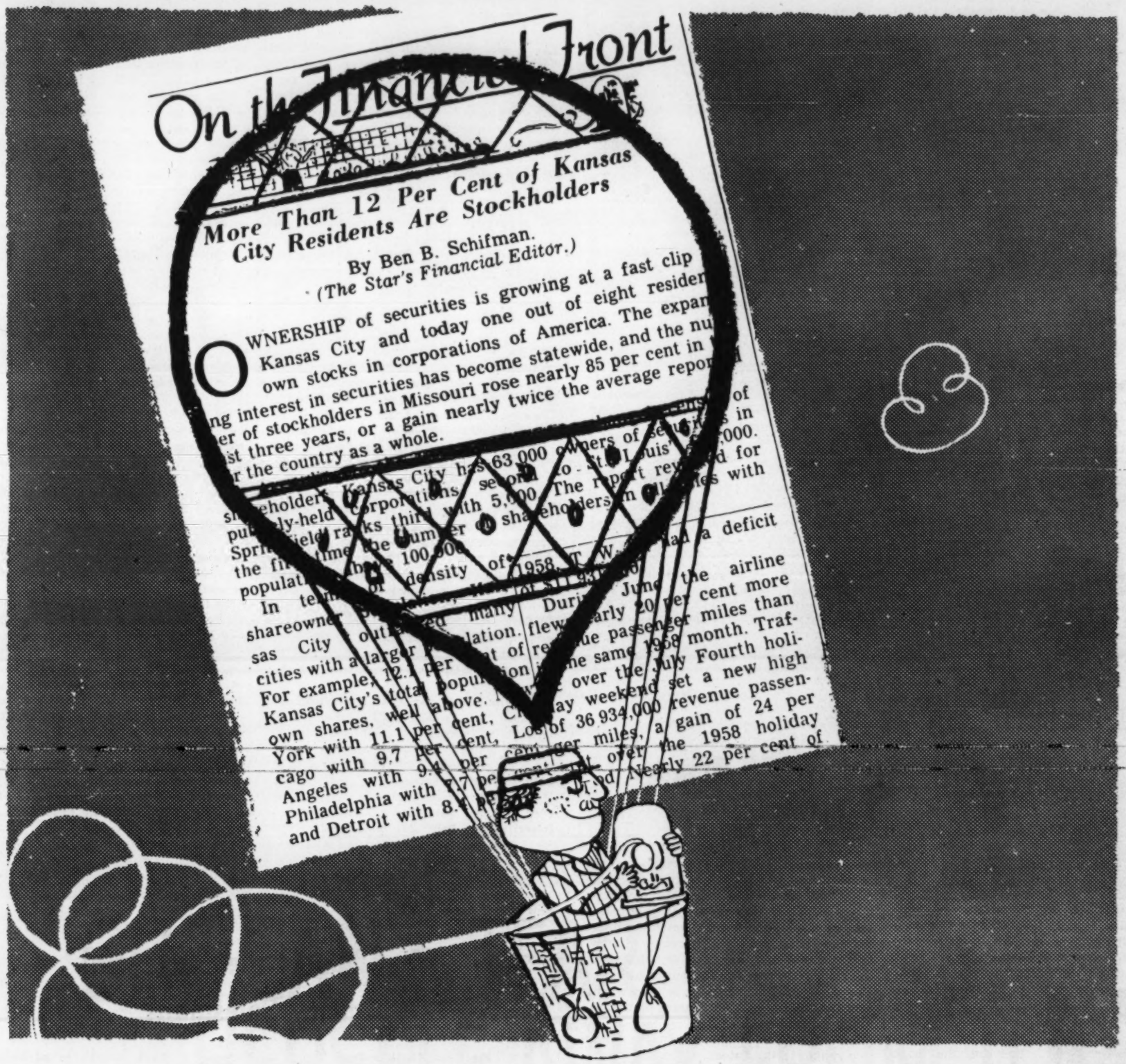
Here is meat for the farmer, cover to cover. For the non-farmer, here is good reading; if he doesn't farm, he can at least read over the farmer's shoulder and find out something he probably didn't know before. Recently the paper discussed performance records on young cattle, and how to use them, and it told how scientific recording of test data is the key to permanent improvement of beef cattle herds. In a recent issue is a secondary feature on two brothers in north Texas who—contrary to the practice of most milk producers who work through cooperative associations—grow their own feed on their own farm, pasteurize, homogenize and bottle the milk, and sell it directly to local food stores.

■ Rattlesnakes cause a lot of trouble to ranchers in Sweetwater, which is in west Texas. This may be of no particular concern to our readership, but once you get started on "Snake Hunt," a lively pictorial feature in the Humble farm paper, you don't stop. It tells how some 300 determined hunters moved out into the rugged countryside and in the short span of 36 hours captured more than 7,000 struggling rattlers. More than 10,000 pounds of snake were taken, and they ranged up to 6 ft. in length. Although rattlers can strike at a speed of 20 ft. per second, only one man was bitten, and he was back on the job the next day.

There are some useful tips for farmers on the use of poisons to eliminate pests; a readable column of useful news items about farming; a mouth-watering recipe for broiled marinated chicken, and an editor's column reporting on the "catfish-eree," an annual event in which every family for 20 miles around knocked off and spent three days on the Brazos river, with a small pot of cash money being made up for the man who caught the most catfish.

Probably chief among "Farm Family" attributes is its warmth of editorial personality. Although the editor is regrettably unidentified, you can feel his handshake across the pages. #

Kansas Citians are Well-Heeled


On the Financial Front
More Than 12 Per Cent of Kansas City Residents Are Stockholders
By Ben B. Schifman.
(The Star's Financial Editor.)
OWNERSHIP of securities is growing at a fast clip
Kansas City and today one out of eight reside
own stocks in corporations of America. The expan
ng interest in securities has become statewide, and the nu
er of stockholders in Missouri rose nearly 85 per cent in
st three years, or a gain nearly twice the average repor
r the country as a whole.
Kansas City has 63,000
Corporations
with 5,000
shareholders
deficit
June the airline
per cent more
passenger miles than
1958 month. Traf-
over the July Fourth holi-
day weekend set a new high
of 36,934,000 revenue passen-
ger miles, a gain of 24 per
cent over the 1958 holiday
Nearly 22 per cent of

In Kansas City 12.1% of residents own stock in U. S. corporations, as compared with 11.1% in New York, 9.9% in Chicago, 9.4% in Los Angeles, 8.4% in Detroit and 7.7% in Philadelphia.

Kansas City workers average $2.38 per hour, work 42.2 hours per week, draw an average weekly pay of $100.34.

The Kansas City market, with annual retail sales of $1,424,324,000.00, is 16% above national average in per capita income and 17th in effective buying income.

For accelerated sales action among the kind of customers who can—and do—spend more, schedule The Kansas City Star. Combined daily circulation, 672,115.

THE KANSAS CITY STAR

Salesense in Advertising . . .

Be the First to Tell Specific Facts

By James D. Woolf
Creative Consultant

Here is a product that is fine in every way—a food item, say, that is pleasing to the taste, highly nutritious, 100% pure, packaged in a sanitary container, fairly priced, etc. Unfortunately, however, there are several rival products that are equally meritorious.

James D. Woolf

How, then, can the copywriter concoct a distinctive product story? What can he say about his product that will be impressive and persuasive to the reader?

The answer, wrote Claude Hopkins in "Scientific Advertising," is to dramatize a selling point (or points) that competitors have failed to utilize in their copy. There are good things about all quality products —not exclusive to single brands—that have never been said before. The job is to ferret them out.

■ Wrote Mr. Hopkins: "In the old days all beers were advertised as 'Pure.' The claim made no impression. The bigger the type used, the bigger the folly. After millions had been spent to impress a platitude, one brewer pictured a plate glass room where beer was cooled in filtered air. He pictured a filter of white wood pulp through which every drop was cleared. He told how bottles were washed four times by machinery. How he went down 4,000 feet for pure water. How 1,018 experiments had been made to attain a yeast to give beer that matchless flavor. And how all the yeast was forever made from that adopted cell."

Now here is the gist of the point Mr. Hopkins sought to make: *"All the claims were such as any brewer might have made. They were mere essentials in ordinary brewing. But he was the first to tell the people about them, while others cried merely 'pure beer.' "*

■ Today nearly all reputable competitive products are about on a par. Only rarely is the copy man assigned to a product that possesses an *exclusive* virtue of first-rate importance. Commenting on this, Mr. Hopkins wrote: "The article is not unique. It embodies no great advantages. Perhaps countless people can make similar products. But tell the pains you take to excel. Tell factors and features which others deem too commonplace to claim. Your product will come to typify these excellencies. If others claim them afterward, it will only serve to advertise you. There are few advertised products which cannot be imitated. Few who dominate a field have any exclusive advantages. They were simply the first to tell certain convincing facts."

Mr. Hopkins wrote those words many years ago, but today they are as true as they ever were. #

* * *

Mr. Woolf's articles are available in a handsomely-bound 383-page book for permanent reference. Price $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill., for "Salesense in Advertising," available on five days' approval.

What's Doing on the Legal Front . . .

It's Difficult to Find Brand Names for New Products

By Sidney A. Diamond
Member of the New York Bar

The task of finding distinctive, nonconflicting brand names becomes increasingly difficult as modern industry continues to expand. This task now has been made even more difficult by two decisions in trademark cases that, by coincidence, recently were released for publication on the same day. These decisions expand the scope of protection given to a trademark owner and make it correspondingly harder to find a name available for use on a new product.

Sidney A. Diamond

One of the cases was a dispute over "Ingenue" for brassieres as compared with "Ingenue" for women's shoes. As a shoe trademark, "Ingenue" had been registered in the U. S. Patent Office and used for years by General Shoe Corp. The identical word was introduced at a later date by Hollywood-Maxwell Co. as a trademark for brassieres. There was no evidence that anyone actually had been confused, but when Hollywood-Maxwell applied for registration of "Ingenue" as its trademark, General Shoe objected on the ground that there was a *likelihood* of confusion among purchasers if the same brand name were used both for brassieres and for women's shoes.

Likelihood of customer confusion is the correct legal test for determining whether two trademarks may be registered side by side. What this means is that customers would tend to make an association between the products because of the brand names that they bear, thinking that the same company was the source of both. The same test, incidentally, is used when a lawsuit is brought on charges of trademark infringement.

The brassiere company won the first two rounds in the Patent Office. The basic reasons given for this result were, one, that "shoes and brassieres have nothing whatever in common with respect to their essential characteristics and sales appeal"; and two, that "it is more or less a matter of common knowledge that manufacturers of shoes do not ordinarily manufacture other articles of apparel."

■ General Shoe Corp. was dissatisfied with this result and took a further appeal. It argued that both articles are types of feminine apparel, that they are sold to the same kinds of customers through the same trade channels, and that the average purchaser therefore would assume that, when brassieres and women's shoes bear the identical trademark, they must originate from the same source. General Shoe also took issue with the assertion that it was common knowledge that shoe manufacturers ordinarily do not make other articles of apparel.

The appellate court went along with both these arguments, reversed the Patent Office, and ordered that Hollywood-Maxwell's trademark application be denied. The reasoning is worthy of note by everyone concerned with marketing practices.

■ In the first place, the appellate court found that women's shoes and brassieres do have a lot in common from the customer's standpoint. The court said, "If we were dealing with the same mark on such widely different articles as, for example, a woman's eyebrow pencil and a farm tractor there would be no problem." But, it pointed out, brassieres and shoes both are in the same general class, i.e., wearing apparel, and frequently are available for purchase in the same retail stores.

Secondly, the appellate court refused to accept the statement that shoe manufacturers ordinarily do not make any other kinds of apparel. Perhaps the most significant sentence in the entire opinion is this comment: "Indeed, in view of the current wave of industrial mergers and resultant diversification, it is difficult to know with certainty just who is manufacturing what."

■ One of the judges wrote a separate concurring opinion in which he agreed with the result but, if anything, went even farther while suggesting an alternative basis for the decision. To this judge, the possibility of actual manufacture of both kinds of merchandise by the same company is unnecessary. He points out that modern marketing practices frequently find a manufacturer not occupying his traditional role; the manufacturer often acts merely as a contractor for a merchandising organization which is the business entity that stands behind the merchandise. The concurring judge's view is best summed up in his own words: "It, therefore, seems of little importance to me, if it be true, that shoes and brassieres are not made by the same manufacturers. They might very well be marketed by the same organization as its own wares."

On the same day that the "Ingenue" decision was made public, the Patent Office itself expressed a similar point of view in a different case where the trademark of the complaining party was used only through licensees.

The underlying issue in this second case was the likelihood of confusion between "Ultra Pak" for a particular type of industrial container, and "Tetra Pak" for a similar article. The Tetra Pak Co. had clear priority, but the William Steven Co., applying for registration of "Ultra Pak," raised a technical objection. The contention was made that no rights in "Tetra Pak" were enforceable legally because it was used only by licensees, who put their own company names on the products, and omitted any identification of the trademark owner as the ultimate source of responsibility for the goods.

The Patent Office disagreed. The key sentence in this opinion reads: "It is the function of a trademark to identify a single, albeit anonymous, source of commercial sponsorship of the goods to which it pertains." In other words, the name of the company owning the trademark registration need not be used in association with the trademark itself; and this principle applies where the trademark owner produces and sells the goods for its own account, or where they are produced and marketed under the authority of the trademark owner by independent companies acting in accordance with license agreements. "Commercial sponsorship" of this type is as close an identification of source for the merchandise as actual manufacture would be.

■ It follows from these two cases that the likelihood of confusion between two trademarks that are similar or identical must be considered in the light of the possibility that a manufacturer of one of the articles might have diversified its business and gone into the manufacture of the other, or might be having the other article made for him by a contract manufacturer, or might have arranged for a separate concern to make and sell the other product under license.

It is gratifying to find courts and administrative agencies showing an awareness of the factual patterns that typify modern merchandising techniques. It also is gratifying to see an increased area of protection for established trademarks. The effect of these recent decisions, however, is to limit the availability of names for new products. Extreme care must be exercised when choosing brand names in order to avoid conflicts with trademarks already in use for related products, and the consequent loss of the investment expended in establishing the new name. #

Agencies Ask Us . . .

What Makes the Successful Agency Salesman?

By Kenneth Groesbeck
Advertising Agency Consultant

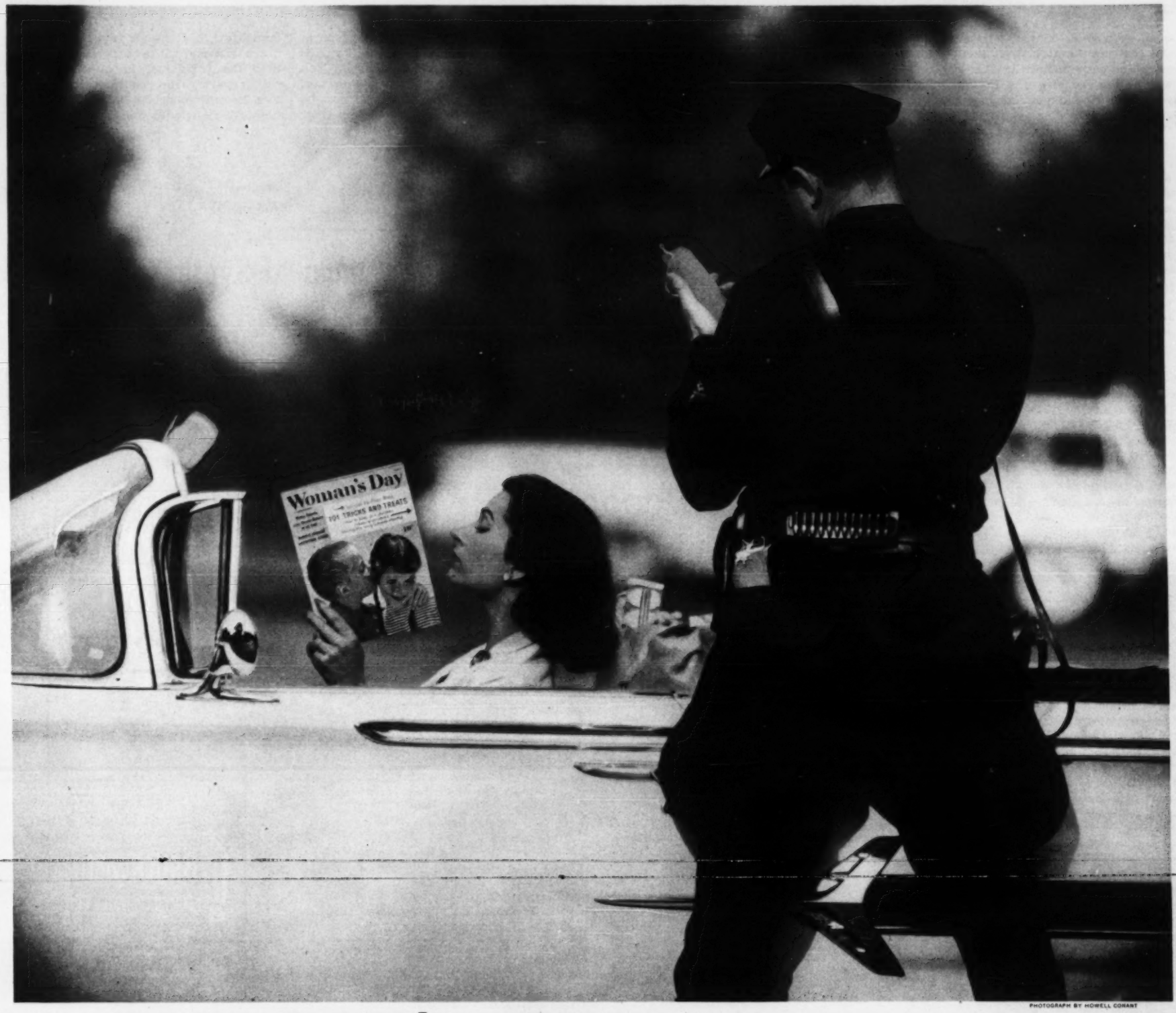
"We are thinking of putting on a man to scout for new business," writes a friend from Wisconsin. *"We plan to pay him a salary and commissions. We don't expect him to produce for six months or so, but we can stand the drain for this period without serious inconvenience. Also, we think we will get something back out of his activities in the way of increased prestige and the ground work on business which might eventually develop. What we would like you to tell us now is your opinion on what makes a good agency salesman? It would be valuable for us to be able to compare your description with the characteristics which the man we have selected seems to possess. Many thanks in advance for your help."*

Kenneth Groesbeck

■ Well, at least our friend has his eyes wide open as to the expense he is contemplating and the problematical nature of the results. It is refreshing to find an agency head who is realistic and who recognizes what a gamble is usually involved when you invest real money in a man who may or may not produce.

Salary and commissions? Minimum five grand a year, I imagine, for the salary. That's the profit you hope to make, before taxes, on close to $200,000 in billings. Commissions, how much? Not over 2%, I hope. Over and above salary, or against it? Deponent sayeth not, nor, perhaps, has spelled it out to this point. He had better, however, in advance and on paper, because a new business man who has landed a sizable fish becomes an entirely different guy from the humble suppliant who needs a salary so he can eat.

There I go again, discussing a lot of problems my inquirer has said nothing about. I do so often find that business



PHOTOGRAPH BY HOWELL CONANT

SHE CAN'T TEAR HERSELF AWAY FROM IT!

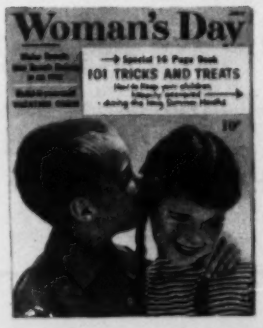
Over 47% of Woman's Day readers interviewed re-read it 6 times or more!

Woman's Day has a hold on its readers...and its readers hold onto Woman's Day, according to the new Roper Study. Nearly half the women questioned said they would read their copies not *once*—or twice—but 6 times or more! *Proof* they just can't tear themselves away from it.

Time after time, they go back to Woman's Day...because it gives them *ideas*. Ideas on cooking, decorating, sewing... on family health and beauty care...ideas on buying...ideas that apply directly to their own everyday kind of living.

That's why over 4,350,000 women go out to buy Woman's Day—every month. That's why they hold on to it . . . read and re-read it like a trusted reference book. Important question: are they reading . . . and re-reading your advertising at the same time?

Ask your representative for all the revealing facts from the new Roper Study on why women buy Woman's Day, what immediate use they make of it, how long its influence endures...based on nationwide interviews with two groups of Woman's Day readers: buyers of the magazine in early November, buyers in late November.



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FAWCETT . . . SALESPOWER IN DEPTH

men, even good ones, get hypnotized by the contemplation of what they think is more and easy money. I never can resist waving the red flag and saying, "Watch your step. Spend your money after you get it, not before."

So. What makes a good agency salesman?

• *First, a good product.* No salesman, no matter how able and energetic, can sell what the buyer can easily see is an inadequate or below-average service. Therefore the agency must look closely at itself, and know how good it really is, in the soundness of its advice, in its ability to produce selling and advertising plans which get some results. These last, in actual sales which show a good profit, and which are clearly the result of the agency's efforts.

This picture of the agency must be realistic and provable. Pretty layouts and elaborate presentations pull no wool over the buyer's eyes. "What do you stand for? What have you accomplished for your clients?" These questions must be answered. If the agency decides that, after all, it has more ideals and hopes than actual results to show, it had better stop trying to sell itself and concentrate on selling for its clients. This not only tends to hold on to business it has, but it supplies something to blow about.

• *Second, a good presentation.* This selling tool is an essential. It means a logical, clear, convincing visual and audible agency description in the light of what it will be able to accomplish for the prospective client. Don't talk so much about the agency. Talk about the prospect's problems as you see them. Here you must be very careful not to stick your neck out and express opinions which are off the top of the head and which your prospect may know are unsound.

• *Third, hard work.* The more doorbells you ring, the more sales you make. It takes patience, persistence, staying power, to sell a commodity which is only a service, only a body of judgments, outside of the mechanical services all agencies offer, the results of which, for the client, are months away, and often complicated by the presence of factors in addition to or other than advertising.

• *Fourth, personal integrity.* The successful agency salesman is an honest person. He makes no promises he cannot fulfill. He paints no pictures untrue to the facts of the case. He does not bluff, or pretend to be interested primarily in the client's sales when actually he is thinking about his own income. This qualification is difficult, because salesmen are naturally enthusiastic and prone to exaggeration. Where inflation becomes untruth is often hard to discover. It is something, however, which must be discovered.

• *Fifth, empathy.* The successful agency salesman is liked by the people with whom he comes in contact. They are glad to see him. He doesn't overstay his welcome. He doesn't make use of his friends. He clearly thinks of the welfare of others rather than of his own. This last, of course, is one of the great human characteristics.

• *Sixth, memorability.* The individual, and the agency he represents, must be easily and favorably remembered. This little problem in human relations is important. "He leaves as much impression as a finger stuck in a glass of water," remarked one prospect after the call and presentation of one agency salesman. Memorability means that weeks and months later, when the question of agency relations comes up, the good salesman and his agency arise in the mind of the prospect, with their characteristics favorably compared with the present agency which may not be putting on so hot a performance.

• *Seventh, knowledge of advertising.* Since we must strike while the iron is hot, and since prospects have the bad habit of asking questions, the good salesman must be, in his own right, a good advertising man. As he sits across the desk from the advertiser, he is, momentarily, the agency. This may be his only opportunity to register with the prospect. A reasonable advertiser will not expect answers to questions which are clearly beyond his visitor's knowledge and experience. He will expect, however, answers which reflect good business judgment and sales sense.

■ You may think, friend from Wisconsin, that I have described some sort of paragon. Such a world beater, you will say, is probably in business for himself. You are quite correct. Sometimes, however, these successful advertising men can be caught young, before they realize their own strength. If such is your good fortune, move fast and make so favorable a deal that the individual in question would rather work with you than for himself. Yes, he will soon own part of your business. All right with you, isn't it? #

The Peeled Eye Department . . .

The Wonder of Synthetics

By Dick Neff

Hang Your Clothes on a Shady Limb . . .

Before dipping your toe into a bathing suit, better look at the label these days.

The *New York World Telegram & Sun* carried a fascinating feature by Dick Kleiner of the Newspaper Enterprise Assn. recently about a little girl's bathing suit currently on the market with a label carrying this instruction, among others:

Dick Neff

"2. Do not sit on abrasives such as concrete and sand."

The reporter points out that, if the owner follows this instruction, she'll have to spend all her beach time standing up or leaning against her mother.

Well, we're not sure, but perhaps by "concrete and sand" the maker had in mind a mixture of concrete and sand, such as a sandy sidewalk, or a concretey sandpile.

But the next instruction seems to leave no room for doubt about how carefully the suit should be treated, for it says:

"3. Never put suit away wet . . . dry thoroughly in shade, never in the sun."

Perhaps the little girl had better not even come out of the water until the sun goes down or there is a total eclipse or a Travelers insurance agent or Lejon vermouth salesman wanders up with an umbrella to keep that uncooperative sun off.

Wonderful what technology can accomplish in a few short centuries of bathing suit design, isn't it?

Let's Not, Mom, and Say We Did

Here's a little item we've been saving for warm weather, so you can really get the feeling of it. It's from Art Henderson of the Detroit office of BBDO.

Although it appeared in the *Detroit Free Press* in the comparatively cool month of April—on the 25th, to be exact—it illustrates the hazards of advertising heating equipment unless you're sure of the weather. In this case, the weather forecast in the paper correctly predicted a brisk 80 degrees.

Mom, let's have a nice warm house!

Bruce Wigle will install a modern, efficient, thrifty gas heating plant in your home. No fuss, no muss, no bother. FHA terms—no money down. Cuts heating costs 20 to 40%.

BRUCE WIGLE
PLUMBING & HEATING CO.

17600 LIVERNOIS
UN 3-7800

15304 KERCHEVAL
VA 2-9070

THE Mom of the Month?

And here's another little holdover from a couple of months ago which we'd been saving for Mother's Day, but it kind of slipped by us.

Says our contributor, who modestly signed his or her name MOM:

"Philip Wylie, where are you? ? ? ? ? ? All is forgiven—come home."

WHAT CAN A WIFE DO WHEN HER MOTHER-IN-LAW WON'T LET GO?

LADIES' HOME JOURNAL

It's "Scotch" brand Video Tape "Live" Action for

"THE PLAY OF THE WEEK"

BIZ QUIZ

Answers to the questions on Page 76.

1. (B) Comparing a typical summer week with a winter week, radio listening goes up 154,000,000 hours.
2. (A) Live programming continued its decrease on tv networks, reaching 15 hours per week as against 60 for film.
3. (C) Cosmetics, toiletries and drugs spent $223.1 million for network and spot tv last year. Magazines got $75.4 million, newspapers $53.6 million, newspaper supplements $21.4 million.
4. (C) 23,500,000 homes receive both daily and Sunday newspapers. Another 8,333,000 take a daily only and 1,500,000 subscribe to Sunday issues.
5. (A) TV Guide's single copy sales come to 5,265,000 each week. SEP's figure is 1,336,000. Digest tops the monthly magazines with 1,900,000 sold at newsstands.
6. (C) "Magazone" is Look's name for regional editions.
7. (A) Florida grew by 77% since 1950. California's increase is 47% and Texas is up 23%.
8. (C) New York still leads in total population, followed by California, Pennsylvania and Illinois.
9. (B) A&P operates 4,276 units in 37 states, District of Columbia and Canada.
10. (C) The big stores have the most favorable earning ratio, 2.85% of sales after taxes. Figures for the medium size and smaller retailers are 2.6% and 2.55%, respectively.
11. (A) Net profit of Four A's members during 1958 was 0.59% of sales (or 3.23% of income derived from commissions, service charges and fees).
12. (A) 96% of all farms are still family businesses.
13. (A) Budweiser has a comfortable lead with a 1959 sale of over 8,000,000 barrels. Schlitz sold 5.8 million and Falstaff 4.7 million.
14. (B) Production estimates through June 25, 1960 are Chevrolet 939,938; Ford 506,387; Rambler 268,730; Falcon 259,680; Pontiac 248,992.
15. (B) Detroit is the major area on the government's list of 91 "worst-off" cities.
16. (C) Security prices attained their peak in January of this year.
17. (B) A font is a complete assortment of letters, numbers and punctuation marks in size and style of type.
18. (A) McKittrick's Directory is a quarterly publication that lists advertising agencies, their clients and executives.
19. (B) A logotype is a special design of the name of a product or company used repeatedly in its advertising.
20. (C) Motivational Research is devoted to learning the subconscious motives behind a consumer's decisions to buy certain products or brands.

"OUR job is to buy markets for you—the largest markets at the lowest prices. In the metropolitan area, we plan to put most of our effort and your money in the New York News—which has the largest share of readers in the over-$5,000 families—3,310,000, to be exact. And far more than any other New York paper can show in the over-$10,000 families—510,000 readers!"

At RIVER DOWNS
. . . or ANYWHERE

Of all the folks you see from ABC Cincinnati . . .

7 OUT OF 10 *read the* **CINCINNATI POST TIMES-STAR**

*B. L. Schapker Market Research

Total ABC circulation, the largest daily in Cincinnati history . . .

273,148

The Newspaper that Spends the Evening with Almost **1,000,000** *Readers*

ROBERT K. CHANDLER
Manager, General Advertising Department

★

Represented by
The General Advertising Department
SCRIPPS-HOWARD *Newspapers*

Coming Conventions

*Indicates first listing in this column.

July 24-Aug. 5. Advertising Federation of America, second annual management seminar in advertising and marketing, Harvard Business School, Cambridge, Mass.

Aug. 2-5. Third annual Advertising Age Creative Workshop, Palmer House, Chicago.

Aug. 12-13. Arkansas Broadcasters Assn., Hotel Marion, Little Rock.

Aug. 26-27. Oklahoma Broadcasters Assn., Western Hills Lodge, Wagoner.

Sept. 2-4. West Virginia Broadcasters Assn., annual fall meeting, The Greenbrier, White Sulphur Springs, W. Va.

Sept. 8-9. National Business Publications, New York regional conference, Hotel Roosevelt.

Sept. 9-11. Iowa Daily Press Assn., 26th annual meeting, Des Moines.

*Sept. 13. Premium Advertising Assn. of America conference, in conjunction with the New York premium show (Sept. 12-15), Hotel Astor, New York.

*Sept. 14-16. Newspaper Advertising Managers' Assn. of Eastern Canada, annual convention, Mount Royal Hotel, Montreal.

Sept. 15-16. Region 5, Public Utilities Advertising Assn., Tampa Terrace Hotel, Tampa, Fla.

Sept. 16-19. Mail Advertising Service Assn., annual convention, Sheraton Cadillac Hotel, Detroit.

Sept. 21-23. Life Advertisers Assn., annual meeting, Essex House, New York.

Sept. 22-24. Advertising Federation of America, 10th District, Little Rock, Ark.

Sept. 28. Assn. of National Advertisers, Workshop on Advertising Management, Ambassador Hotel, Chicago.

Oct. 2-4. Advertising Federation of America, 7th District, Chattanooga, Tenn.

Oct. 3-4. New England Newspaper Advertising Executives Assn., annual meeting, Parker House, Boston.

Oct. 4-5. Advertising Research Foundation, 6th annual conference, Hotel Commodore, New York.

Oct. 9-13. Direct Mail Advertising Assn., 43rd annual convention, Americana Hotel, Bal Harbour, Fla.

Oct. 10-11. National Business Publications, Chicago regional conference, Ambassador East Hotel.

Oct. 12-15. Affiliated Advertising Agencies Network, annual meeting, Mountain Shadows Resort, Phoenix.

Oct. 12-15. National Newspaper Promotion Assn., Southern Regional Workshop, Phoenix Hotel, Lexington, Ky.

Oct. 13-14. American Assn. of Advertising Agencies, central region annual meeting, Ambassador West Hotel, Chicago.

Oct. 13-15. Pennsylvania Newspaper Publishers' Assn., annual convention, Penn Harris Hotel, Harrisburg.

Oct. 14-16. Midwest Intercity Conference of Women's Advertising Clubs, Sheraton Towers, Chicago.

Oct. 16-17. Texas Assn. of Broadcasters, fall convention, Sheraton-Dallas Hotel, Dallas.

Oct. 16-18. Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.

Oct. 16-19. American Assn. of Advertising Agencies, western region annual convention, Hotel del Coronado, Coronado, Cal.

Oct. 17-18. 32nd annual Boston Conference on Distribution, Hotel Statler Hilton, Boston.

*Oct. 17-18. Agricultural Publishers Assn., annual convention, Advertising Club of New York and Hotel Biltmore.

Oct. 18-21. National Assn. of Educational Broadcasters, annual convention, Jack Tarr Hotel, San Francisco.

Oct. 19-21. Audit Bureau of Circulations, annual meeting, Biltmore Hotel, New York.

Oct. 22-26. National Newspaper Promotion Assn., central regional convention, Sheraton Towers Hotel, Chicago.

*Oct. 30-Nov. 3. Financial Public Relations Assn., 45th annual convention, Hotel Statler-Hilton, Boston.

Nov. 1-3. Point-of-Purchase Advertising Institute, 14th annual symposium and exhibit, New York Coliseum.

Nov. 2-3. American Assn. of Advertising Agencies, eastern region annual conference, Biltmore Hotel, New York.

Nov. 13-16. Assn. of National Advertisers, annual meeting, The Homestead, Hot Springs, Va.

Nov. 14. National Business Publications, San Francisco regional conference, Jack Tar Hotel.

Nov. 14-16. Broadcasters' Promotion Assn., annual convention, Sheraton Charles Hotel, New Orleans.

Nov. 14-16. Southern Newspaper Publishers Assn., 57th anniversary convention, Boca Raton Hotel and Club, Boca Raton, Fla.

Nov. 16-18. Television Bureau of Advertising, annual meeting, Waldorf-Astoria New York.

Nov. 17. National Business Publications, Los Angeles regional conference, headquarters to be announced.

Nov. 30. American Assn. of Advertising Agencies, east central region annual meeting, Statler Hilton Hotel, Detroit.

March 26-30, 1961. National Business Publications, annual spring meeting, El Mirador, Palm Springs, Cal.

May 21-24, 1961. National Newspaper Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

June 19-21, 1961. American Marketing Assn., 44th annual conference, Ambassador Hotel, Los Angeles.

Oct. 6-9, 1961. Mail Advertising Service Assn., annual convention, Hotel Statler, New York.

NEW BAG—*California & Hawaiian Sugar Refining Corp., San Francisco, has begun packaging its Velvet Smooth powdered sugar and its Golden brown sugar in a 3-mil polyethelene plastic bag which is moisture proof to minimize lumping, can be molded to fit into canisters or other kitchen containers without removing the sugar and may be re-closed after opening by using a simple plastic re-closure device.*

Mary Margaret McBride Has Own Show on WGHQ

WGHQ, Kingston, N.Y., has begun a new hour show three times per week with the veteran broadcasting personality, Mary Margaret McBride. The program, which went on the air July 11, already has been sold out on a 52-week basis to local advertisers who include a bank, a tv dealer, a jeweler, an insurance company and a clothing store.

Entitled "Your Hudson Valley Neighbor—Mary Margaret McBride," the show will be broadcast from her Hudson Valley home via a 20-mile phone line to the station. Miss McBride will give news of local interest, interview personalities, and handle all commercials.

Gillespie Names Rehbock

Gillespie Varnish Co., Jersey City, has named Rehbock Advertising, New York, to handle advertising for its Bull Dog line of paint preparatory products and other items.

SSC&B Names Going VP

Edward J. Going, account executive on Pall Mall cigarets, has been elected a vp of Sullivan, Stauffer, Colwell & Bayles, New York.

Flamingo Buys Post-'53 Films

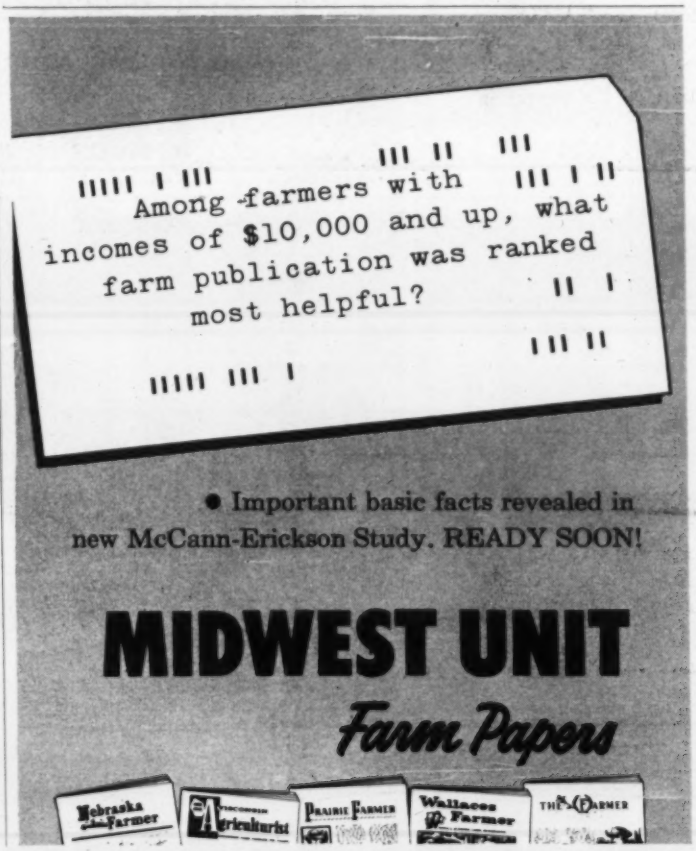
Flamingo Films, New York, tv film distributor, has bought a package of 52 post-1953 foreign films. Forty of the films, which will be sold as the "Imperial Package," were acquired from Essex-Universal, while the remaining 12 were bought from various independent companies. Included in the package are Fernandel in "The Sheep Has Five Legs," "Return of Don Camillo" and "Pantaloons"; Gina Lollobrigida in "Beauties of the Night," and Eddie Albert in "Orders to Kill." The films have already been sold to WNBC-TV, New York; WTIC-TV, Hartford; WBAP-TV, Fort Worth, and KOLD-TV, Tucson.

Clark Named Chairman

W. Dale Clark has been named chairman of World Publishing Co., publisher of the *Omaha World-Herald* and owner, through a subsidiary corporation, of KETV, Omaha tv station. Mr. Clark, board chairman of the Omaha National Bank, is a son-in-law of Henry Doorly, who retired as head of the *World-Herald* July 1 (AA, July 11).

D'Aloise Leaves D-F-S

Lawrence D'Aloise has resigned as vp and creative director of Dancer-Fitzgerald-Sample, New York. The agency said it has not decided on a replacement.


Among farmers with incomes of $10,000 and up, what farm publication was ranked most helpful?
• Important basic facts revealed in new McCann-Erickson Study. READY SOON!
MIDWEST UNIT
Farm Papers
Nebraska Farmer
Wisconsin Agriculturist
Prairie Farmer
Wallaces Farmer
The Farmer

WMTV REACHES THE HEART OF WISCONSIN AT THE LOWEST COST PER THOUSAND

WMTV

one of the FORWARD GROUP

KGLO KGLO-TV WMTV WTAD KHQA-TV KCRG-TV

NBC IN MADISON, WISCONSIN

Branham Co. National Reps.

FCC Voids Miami TV Grant, May Re-award Boston

(Continued from Page 1)

would be put out of business under one FCC decision, and Miami Channel 10 reassigned to L. B. Wilson Inc. In the Boston case, FCC is vacating the license for Channel 5 held by WHDH Inc., but permitting WHDH to remain as one of four applicants whose merits are to be compared in the re-awarding of the channel.

FCC's decision made no provision for interim operation of tv service on Miami's Channel 10. It found that off-the-record contacts by Public Service Television Inc., which is controlled by National Airlines, and by two of three other applicants in the original four-way fight for Miami Channel 10 "reflect so adversely on their character" that they are not qualified for further consideration. Noting that L. B. Wilson Inc. is receiving the award "by default" since it is the sole survivor among the four original applicants, FCC specified that L. B. Wilson's license for Channel 10 is to be only for a four-month period, instead of the customary three years.

■ In the Boston case FCC said it is permitting WHDH Inc., owned by the Boston Herald-Traveler Co., to continue operating the Channel 5 station while the reassignment of the award is under consideration. The commission said it will reevaluate the merits of the four original Boston Channel 5 applicants on the basis of the original hearing record, but in that analysis, WHDH Inc., and one of its three rivals—Massachusetts Bay Telecasters Inc.—"each stands in a less advantageous position vis-a-vis its opponents" because of the off-the-record contacts which occurred while the original case was before the commission.

In addition to WHDH Inc., and Massachusetts Bay Telecasters Inc., a local group with 88 stockholders, the other Channel 5 eligibles are Allen B. DuMont Laboratories Inc., and Greater Boston Television Corp., a local group with 36 stockholders, headed by Arthur D. Cronin, Boston insurance executive.

At the heart of the disqualification of Public Service Television Inc. was testimony that it employed Florida politicians to contact Federal Communications Commissioner Richard Mack, who was believed to hold the decisive vote in the case. Two of the three rivals —WKAT Inc. and North Dade Video—were also accused of using off-the-record contacts to get their case before individual commissioners.

■ Retired Philadelphia Judge Horace Stern, hired by FCC as a special hearing examiner to review the "influence cases," proposed in December, 1958, that Public Service lose its Channel 10 license, but that all four applicants remain in the new competition for Channel 10 (AA, Dec. 8, 1958). In disqualifying Public Service, WKAT Inc., and North Dade, FCC went beyond the recommendation of the examiner.

The Boston case hinged on two luncheon meetings involving Robert B. Choate, director and vp of the Boston Herald-Traveler Co., owner of WHDH Inc., and the then FCC Chairman George McConnaughey. Judge Stern reported last September that the luncheons had not influenced the outcome of the case and that WHDH Inc. should keep the station.

The commission said the circumstances in the WHDH case do not call for disqualification. "Mr. Choate is not guilty of offering any material inducement to influence the outcome of the proceeding, or of actually arguing the merits of the case ex parte, but rather of attempting to establish a personal relationship with a member of the commission with the hope of creating a favorable bias," FCC said.

Again going beyond Judge Stern, FCC today said that even though "it would be unrealistic" to conclude that Chairman McConnaughey had been influenced, or that the grant was secured as a result of improper activities, it felt Mr. Choate "demonstrated an attempted pattern of influence." His explanation that he was attempting to "size up" the FCC chairman "does not appear to be a full disclosure of his motives," the decision said.

■ "The very attempt to establish such a pattern of influence does violence to the integrity of the commission's processes," the decision argued. "Such an attack on the integrity of the processes of an adjudicatory body brings into play its inherent right to protect such processes, and one of the remedial measures available is its discretion, in the voiding of any previous actions which may have been tainted by such attempt."

One of the two luncheons was arranged shortly after Mr. McConnaughey took office in late 1954 or early 1955, while the case was still before the hearing examiner. Mr. Choate said he arranged the first meeting in order to "size up" the new FCC chairman, but the commission said he should have relied on appraisals supplied by his lawyers. In the second meeting he tried unsuccessfully to provide Mr. McConnaughey with a memo on the Harris-Beamer bill banning any discrimination against newspaper ownership of stations. FCC said newspaper ownership was an issue in the Boston case, then before the commission for review, and that Mr. Choate should not have discussed newspaper ownership with the FCC chairman without affording the three other applicants a chance to reply. The commission noted that Mr. McConnaughey had refused to consider the Harris-Beamer bill view which Mr. Choate offered to supply.

■ FCC dismissed the explanation that a second Channel 5 applicant, Massachusetts Bay, arranged a luncheon with Chairman McConnaughey simply to offset the Choate luncheon. The commission said that it, too, will be "weakened" in the impending reevaluation of the four Channel 5 applicants.

"In that the previous grantee, WHDH, has not been found absolutely disqualified, we do not believe that the public interest would be served by depriving the people of Boston of the existing service during the pendency of the further proceeding ordered herein," FCC said. The four applicants were given 60 days in which to file briefs directed to a new decision based on the original hearing record. Before the channel is reawarded, the four will have an opportunity for an oral argument before the commission.

■ The case was further complicated by a complaint from the publisher of the *Boston Globe*, who charged that the *Herald-Traveler* planned to use its control of the Channel 5 station to upset the competitive relationship between the two papers. The *Globe* failed to get the anti-trust division of the Justice Department to investigate the *Herald-Traveler*, or to get FCC to look into its charges.

FCC's decisions in the Miami and Boston cases are subject to court review on the initiative of any of the applicants. #

Last Minute News Flashes

Mathieson Screens Agencies for Presentation

NEW YORK, July 14—Olin Mathieson Corp. is currently conducting preliminary screenings of agencies in advance of taking formal presentations for its corporate and institutional advertising account, ADVERTISING AGE learned today. Henry Hunter, director of communications (advertising), told AA that the present agency, D'Arcy Advertising Co., is also under consideration. He said the account last year billed between $2,000,000 and $3,000,000.

Permaglas, Harvestore Divisions Name Grant

KANKAKEE, July 15—The Permaglas division of A. O. Smith Corp. has named Grant Advertising, Chicago, to handle advertising for Permaglas water heaters and all other products, as well as for the Harvestore farm equipment division. Permaglas said the account now is billing $1,250,000, and added that it will bill $1,500,000 over the next 12 months. Cramer-Krasselt Co., Milwaukee, the former agency, described the billings figures as "fantastic" and added that the account "didn't bill half that much."

Hartman Accounts Move Prior to Grey Merger

NEW YORK, July 15—A number of accounts with L. H. Hartman Co., which is to be merged into Grey Advertising on Aug. 1, have moved to other agencies. The changes include Monroe Calculator and Alberta Distillers (Canada House and Carrington whiskies) which have gone to Ellington & Co. with Earl Tiffany, a Hartman vp. Grand Union Supermarkets are expected to move to an unnamed agency with Arthur B. Modell, exec vp of Hartman. A group of food accounts left Hartman earlier this year with Herbert J. Stiefel, the latest being Wagner Baking Corp., now with Charles W. Hoyt Co. Grey is expected to retain only Gordon's gin and vodka, billing about $1,500,000.

Outdoor Ad Congress to Create Worldwide Group

TORONTO, July 15—The first International Congress of Outdoor Advertising *(see stories on Pages 1, 36 and 40)* today adopted a resolution calling for the establishment of an international federation to which all outdoor organizations would belong. The federation would serve as a clearing house for information and policy, provide a group which could offer concerted action to correct "misconceptions" about outdoor, publish a reference book on worldwide outdoor facilities and collect art work and exchange information on sales methods and service. It was not decided where the federation will make its headquarters.

Agency Men Switch with Liquor Accounts

NEW YORK, July 15—In the wake of about $10,000,000 in account switches involving Calvert, Seagram and Fleischmann and Compton Advertising, Ted Bates & Co. and Doherty, Clifford, Steers & Shenfield, among others (AA, July 11), the following admen have moved: John H. Owen, from consultant at Doherty, where he has been close to the Hunter, Wilson and White Horse brands, to Compton Advertising; Roger Harrison from Doherty to Compton to work on White Horse; John Malone, from Doherty to Compton to work on Wilson and Hunter; Harvey Volkmar, from Doherty to Compton to work on Carstairs, and George Christie from Compton to Bates to work on Fleischmann brands.

Schick to Invest $2,500,000 to Push New Shaver

NEW YORK, July 15—Schick Inc. will invest more than $2,500,000 in a fall introductory campaign for a men's shaver which, the company said, "represents an important advance in design, engineering and performance." Schick said it has scheduled the "most ambitious" tv campaign in its history for the new product, via sponsorship of two network shows—"Witness" and "Face the Nation" on CBS-TV. Spots in 50 markets will be used for additional support. Pages and spreads also have been scheduled in an unannounced number of magazines, plus a heavy newspaper schedule. Benton & Bowles is the agency.

All-Steel Appoints Two: Other Late News

• **All-Steel Equipment**, Aurora, Ill., has named Frank C. Nahser Inc., Chicago, to handle its office equipment division, and Grimm & Craigle, Chicago, to handle its Raco electrical division. The total account bills more than $250,000. Marsteller, Rickard, Gebhardt & Reed, Chicago, is the former agency.

• **David Smart**, account executive in the Chicago office of Marsteller, Rickard, Gebhardt & Reed, will join Needham, Louis & Brorby, Chicago, on July 18 as an account executive.

• **Lloyd R. Lawrence**, now on the *Electrical World* sales staff with McGraw-Hill Publishing Co., New York, has been named ad sales manager of *Product Engineering*, effective Aug. 1. He succeeds Phillip Weatherby, who will continue with McGraw-Hill in another capacity. Walter R. Klein, also on the *Electrical World* sales staff, will become ad sales manager of that magazine on Sept. 1. He takes over a function being relinquished by the publisher, Warren Shew.

• **The 10-month-old merger of M. Glen Miller Advertising** and Ladd, Southward & Bentley (AA, July 13, '59) has been terminated and Mr. Miller has reestablished his 30-year-old agency at 8 S. Michigan Ave., Chicago. The Miller agency now has 13 accounts with estimated billings of $500,000, Mr. Miller said. John Ladd, president of LS&B, told AA that only two accounts (combined billings of $60,000) which Mr. Miller had brought over in the merger, had returned to Mr. Miller from LS&B.

• **Westinghouse Electric's** major appliance division, Mansfield, O., has named Edward P. Subler, a 10-year company veteran, to the newly-created post of product advertising and promotion manager. He has been advertising and promotion manager of the standard control division since 1957.

• **Jack Sidebotham Jr.** has been named vp in charge of tv commercial production for Young & Rubicam, New York. Mr. Sidebotham, who was one of the originators of the Piel Bros. "Bert & Harry" tv commercials, also will continue his duties as supervisor of the tv art department. John Freeze, who was previously manager of radio-tv commercial production in New York, has been transferred to Hollywood where he will serve as vp in charge of the service center for all tv commercial film work on the West Coast.

CUISINE—*French cooking theme dominates this ad with light touch for Chic-E, "the food for pet gourmets." The 840-line ad is appearing in California newspapers via Dudley L. Logan Advertising, Los Angeles.*

Demos Pledge Better P.O., Consumer Aid

(Continued from Page 2)

and what these charges cost "in terms of true annual interest." Such a bill was introduced by Sen. Paul Douglas (D., Ill.) this year but never reached the floor.

■ The platform promises to give city dwellers a voice "at the cabinet table" by bringing together—presumably in a new department —programs involving urban and suburban dwellers' welfare.

In the detailed 54-page version of its platform, the Democratic Party promises to "clean up" the regulatory agencies.

"We will bring all contacts with commissioners into the open and will protect them from any form of improper pressure," it proclaims.

Democrats also propose to appoint men of ability and independent judgment and they promise to review the operations of the agencies to eliminate delay.

■ A special section on consumers opened with a declaration that "in an age of mass production, distribution and advertising, consumers require effective government representation and protection."

It complains that Republicans "had allowed" the FDA to be weakened and promises the Democrats "will provide money and authority to strengthen this agency for its task."

On postal rates, the platform claims Republicans have treated the postal service "as a liability," instead of a great instrument of national enlightenment and economic betterment.

It complains that service curtailments have "inconvenienced every citizen" and declares that a program must be undertaken to make the Post Office "a model of efficiency and service."

In the anti-trust field Democrats pointed to anti-merger legislation passed by their congressional leadership and promised a law requiring pre-merger notice to federal anti-trust agencies. They also referred to their intention to "strengthen the Robinson-Patman Act." #

Jamaica News Bureau Bows

Raymond J. Chenaud, formerly public relations executive with Kelly, Nason, has been appointed pr director of the Jamaica Tourist Board. He will set up a Jamaica news bureau in New York City and will direct a news staff in Jamaica.

TV Changing as Ad Medium; Longer Breaks Forecast, Fewer Interruptions

(Continued from Page 3)

may force this issue. Even the dynamic, fast-action heroes can't keep up the interest if there are too many drop-in commercials blurring the excitement of the drama, these observers argue.

A major breakthrough in this area came quietly this week when NBC-TV talked its participating sponsors for the Democratic convention into accepting commercial breaks of two minutes each, with minute sales messages for two advertisers, aired one after the other. This helped immeasurably with the painstaking job of routing the commercials; it cut down on the interruptions, and it kept this major news event from seeming over-commercialized despite the long list of backers.

■ Advertising inserts on the Jack Paar telecast, which pioneered in the 70-second station breaks as a means of improving station clearance when the selling was tough, and the "Today" show long since have channeled their commercials together to cut down on the still considerable number of interruptions. To "legalize" what was already a fact of tv life, the NAB code allowance for station breaks has been raised to 70 seconds as of this fall.

Efforts toward clustering commercials have met with and will continue to meet with advertiser resistance, but the opposition, when the networks have made up their minds to take steps in this direction in the past, has not been forceful enough to make much difference. And reluctant sponsors have, to a degree, weakened their own case by scheduling two back-to-back films for two different products on their own shows or spot schedules. Some advertisers, who co-sponsor shows on alternate weeks, even use their minor week of commercial to push two products, with each getting 30 seconds or so. This minute frequently is in a closing cluster of commercials, with very little editorial material separating it on one side from the 30-second closing commercial of the alternate sponsor, and on the other, from the spots that follow in station break time.

■ Unless stymied by contractual roadblocks, ABC will give its affiliates one 40-second station break each night starting in the fall. This is 10 seconds more than the customary nighttime break now. The elongated breaks all will come before the start of the last network offering of the evening. This may help to improve clearances in the two-station markets that are still a headache for ABC.

The next-to-last ABC programs, which would be shortened, are the "Islanders," "Adventures in Paradise," "Stagecoach West," "Hawaiian Eye," "Untouchables," "Detectives" and "Saturday Night Fights." P&G sponsors "Detectives," Miles and Gillette share the boxing bouts and the others are hour adventure and crime shows that are sold on a minute insert basis. This cutback reduces the entertainment portion of these shows to 26 minutes and 10 seconds for half-hour telecasts, and 52 minutes and 40 seconds for hour telecasts.

■ Sources at ABC indicate that the advertisers on these programs have been complaining. Some have asked for rebates or a reduction of the cost if 10 seconds is to be snipped off the program. But the network hopes to go ahead with its plans despite advertiser squawks. Chances that they will be able to do so are good, ABC officials indicate, except perhaps in cases where the network is bound by a contract that calls for a specific amount of time that could not be delivered under the plan.

Affiliate pressure notwithstanding, the other two networks say they do not expect to lengthen nighttime breaks any time soon. All the networks permit stations to sell minutes or longer during some daytime breaks. For summertime there are a few nighttime minutes available for station sale in a few NBC shows and one in a CBS program.

■ Network tv has become a much more competitive medium. The scrapping is intense for viewer, advertiser and affiliate allegiance. What once was a two-way tug of war, with NBC and CBS as the principals, is now a three-way battle with ABC in the thick of the struggle.

The keenness of the rivalry already has forced daytime costs down. From the outset, ABC priced its daytime schedule much lower than that of the competition. They have battled back with time cost discounts of 10% to 15%, effective in the fall, but ABC daytime still will cost about 50% less for a comparable schedule.

At NBC many of the top daytime shows have been repriced, as of September. The price of quarter-hour segments has been scaled downward, with decreases ranging from $200 to $900. Charter plans, bonus plans and buy-three-segments-and-get-one-free plans have come into vogue at the networks for lures to daylight advertisers, many of whom are now diverting part of the money to evening participation shows where small budget clients can be accommodated. Despite their attractive come-ons, daytime network tv billings for the first quarter of 1960 were off about 2.4% from the 1959 first quarter level, though the medium's billings as a whole are still moving upward. #

Bradford, Alexander to New Sales Posts for 'Business Week'

NEW YORK, July 12—*Business Week* has appointed William C. Bradford and R. Bernard Alexander to the respective posts of midwestern advertising sales manager and eastern advertising sales manager, effective Aug. 1.

Mr. Bradford, who will be based in Chicago, was formerly a Cleveland district sales manager. He succeeds John P. Taylor, recently named regional vp and district manager of McGraw-Hill in Pittsburgh.

Mr. Alexander, who will be headquartered in New York, was formerly a Philadelphia district manager. He replaces C. C. Randolph, recently named advertising director of *Business Week*. #

Osher Markets New Product

Osher Bros. Co., Elyria, O., has introduced a new frozen food item, Champion beef steakettes, into the northern Ohio market. The 16-oz. package contains four servings of beef steakettes and sells for 89¢ retail. Michael P. Syntax Advertising Agency, Cleveland, is handling the product.

Wenzel to Hilton & Gray

Hilton & Gray Advertising Agency, Tampa, has appointed Louis E. Wenzel radio-tv director. Mr. Wenzel formerly was director of public service at WTVT, Tampa.

Jenkins Sweeney Hazlewood Carlson Varmo

BUSINESS MONTH—*Taking jubilant note of the past June, the month for new business for Carlson & Co., Indianapolis, are Herbert A. Carlson, president, and M. P. Jenkins, Ray Sweeney, Jackson Hazlewood and Vic Varmo, all vps. New business added: Dean Bros. Pumps Inc., Indianapolis; Sunstate Builders Inc., Tampa tract developer and builder; National City Bank, Evansville, Ind., and Columbus Parts Corp., Toledo.*

CLAUDE B. RIEMERSMA

CHICAGO, July 13—Claude B. Riemersma, 53, national sales manager of *Architectural Record*, died suddenly last night of a heart attack in his home in suburban La Grange.

Born in Chicago, Mr. Riemersma joined *Architectural Record* in 1937 as a district manager. He was promoted to regional sales manager in 1955, and was appointed national sales manager last year.

■ Prior to joining F. W. Dodge Corp., publisher of *Architectural Record*, Mr. Riemersma was advertising manager of Crane Co. He began his business career with Crane after leaving high school.

Mr. Riemersma was an active member of Assn. of Industrial Advertisers and Associated Business Publications. He also gained national prominence as an officer of the National Speakers' Bureau.

H. F. BAILEY

ADRIAN, MICH., July 12—H. F. Bailey, 62, formerly general manager of the *Adrian Telegram*, died in Bixby Hospital here today, after suffering a cerebral hemorrhage Sunday night. Mr. Bailey came to Adrian as business manager of the *Telegram* in 1944. He held the post of general manager at the time of his retirement Dec. 31, 1958.

■ Mr. Bailey had been in newspaper work most of his life, with the Basil L. Smith classified advertising service in Philadelphia, later with the *Wisconsin Rapids Tribune* and the *Eagle*, Wichita, Kan. He was classified advertising manager of the *Kalamazoo Gazette* prior to taking the post of manager of the *Dispatch*, Michigan City, Ind., which was his last position before joining the *Telegram*.

At the time of his death he was owner of the *Times*, Osceola, Ark., but not active in its operation, remaining a resident of Adrian.

HEDLEY H. HONAKER

ROCKFORD, ILL., July 12—Hedley H. (Ted) Honaker, 60, national advertising manager of the *Rockford Morning Star* and *Register-Republic*, died suddenly July 10 of a heart attack in a Lima, O., motel. He was enroute to visit his ailing mother in Huntington, W. Va.

Born in Mercer County, W. Va., Mr. Honaker attended West Virginia University. He worked for daily newspapers in Pittsburgh, Fort Lauderdale, Dayton and Indianapolis before joining the Rockford newspapers in 1943 as national ad manager.

He was a member of Illinois Daily Newspaper Markets and the Newspaper Advertising Executives Assn.

RONALD C. SCHMITZ

NEW YORK, July 12—Ronald C. Schmitz, 53, eastern U. S. representative of Dougan & Bolle, publishers' advertising representative, died in a subway station at Seventh Ave. and 34th St. last Wednesday.

Mr. Schmitz sold space for *Nargus Bulletin*, trade magazine of the National Assn. of Retail Grocers; for *Telefood*, national trade magazine for fancy foods, and for publications of Newspapers South, Memphis.

He was for many years secretary of the National Assn. for the Specialty Food Trade, New York.

ELY LANDIS

PHILADELPHIA, July 13—Ely Landis, 47, circulation manager of *TV Guide*, died here today after an illness of several weeks. Mr. Landis became circulation manager of the magazine in January, 1956. He joined Triangle Publications, publisher of *TV Guide*, in 1948. Previously, he was newsstand sales manager of Parents' Institute, circulation manager of Leader News Co. and assistant traffic manager of Independent News Co.

H. J. DANNENBAUM JR.

HOUSTON, July 12—Henry J. Dannenbaum Jr. died July 7 in Sugar Land Hospital, following a heart attack. He was 50. Mr. Dannenbaum was president of Goodwin, Dannenbaum, Littman & Wingfield, advertising agency. He was assistant advertising manager of Foley's and advertising manager of Battlestein's, before opening his own advertising and public relations agency in 1951. In 1952 he joined with John Paul Goodwin in forming the Goodwin-Dannenbaum agency. A merger in March, 1959, made the agency one of the largest in the Southwest, when Goodwin, Dannenbaum, Littman & Wingfield was formed.

L. JAMES WILHOITE

CHATTANOOGA, July 12—L. James Wilhoite, 72, a former advertising manager of the *Chattanooga Times*, but more recently chairman of the Power Board of Chattanooga, died last Saturday at Houston, where he underwent a heart operation several weeks ago. #

Stull Joins C&W, Chicago

Frank Stull, former account supervisor and a vp at Campbell-Mithun, Chicago, has joined the Chicago office of Cunningham & Walsh as account executive on Beatrice Foods Co.

Standard (Ind.) to Sell American in All Areas

(Continued from Page 3)

ent company. William H. Miller, general manager of sales, will join American Oil as vp for marketing.

Reporting to Mr. Miller will be C. H. Coughlin, manager of regional sales; A. V. Fraser, manager of marketing development; C. H. Lamoreaux, manager of direct sales, and P. C. Hawk, manager of operations. Mr. Coughlin is currently marketing vp of Amoco; the others are with Standard.

No announcement has been made on advertising personnel, but it is expected that Robert B. Irons, advertising manager of Indiana Standard, will continue in the same capacity for American when the reorganization becomes effective.

■ D'Arcy Advertising Co., currently the Indiana Standard agency, will become the Amoco agency Jan. 1, replacing Jos. Katz Co. of New York. D'Arcy will handle the consolidated account from its Chicago office, with some servicing being done through other branches.

In New York, Harry Kullen, president of Katz, indicated that his agency will try to offset the Amoco loss (estimated at between $5,000,000 and $6,000,000) via a concentrated effort to bag new accounts before the company's departure at the end of the year. "We have an excellent creative team and some excellent prospects and we're going to try to keep this thing going," he said. Katz reported 1959 billings of $7,500,000. #

Colgate, Gleem Top Dentifrice Sales: Sindlinger Survey

PHILADELPHIA, July 13—Colgate had 30.8%, the largest share, of the toothpaste market in the first quarter of 1960, according to a new continuing study of toothpaste purchases by brand by Sindlinger & Co., Norwood, Pa. Gleem was second with 19.7%.

Figures for the 1960 first quarter are:

Brand	Total All Stores Share	Total Food Stores Share
1. Colgate	30.8%	31.2%
2. Gleem	19.7%	21.8%
3. Pepsodent	12.4%	9.8%
4. Crest	11.1%	11.7%
5. Stripe	9.7%	8.2%
6. Ipana	9.2%	6.7%
7. Listerine	1.7%	1.8%
all other	5.4%	8.8%

Warner Signs Pact Releasing Post-1948 Films to TV

Warner Bros. Pictures, New York, is the first major American motion picture studio to release a large group of its post-1948 motion pictures to tv. The studio has signed an agreement with Creative Telefilms & Artists, Toronto, licensing the latter to distribute about 100 films from this well-publicized group. The contract gives Creative Telefilms exclusive distribution rights in the U. S. and Canada for the next seven years. Some of the other studios, including Samuel Goldwyn Productions, also are trying to sell their post-'48 libraries. Although Metro-Goldwyn-Mayer had said it is not eager to sell, it explained it would go along if the other companies do.

Gets Hotel New Yorker

Hotel New Yorker, New York, has appointed Ritter, Sanford, Price & Chalek, New York, as its advertising agency, succeeding Fairfax Inc., New York.

Little Steps Out as Colgate Chief; Lesch Takes Over

(Continued from Page 1)

man in 1902.

Mr. Little's retirement marks the end of an era. Colgate-Palmolive has often been described as "the biggest one-man company in the U.S." Three times since 1953 Mr. Little has relinquished the presidency while remaining operating head of the company.

■ The company went through a major reorganization three years ago. A divisional-type organization was adopted, with the aim of spreading responsibility. Mr. Little conceded then—in an interview with ADVERTISING AGE—that up to

Edward Little

George Lesch

that time "no one has been responsible for the whole business except the chief executive officer."

He referred to his tenure as "my rule or my regime or whatever you might like to call it."

Mr. Lesch, the new chief executive, is 50 years old. He advanced to the top via the international route, the same road traveled by Mr. Little. As a matter of fact, Mr. Lesch has spent 21 of his 28 years with Colgate in posts outside the U.S.

■ Selection of an international veteran to head the company is no surprise. Mr. Little played a key role in setting up Colgate's overseas operations after World War I and after he became chief executive officer he continued to stress this end of the business to the point where the tail is really wagging the dog.

Mr. Little was proud of his achievements in the international field. He told AA: "We have a consumer franchise in every country in the world in which we are located that is second to none."

Colgate-Palmolive's latest financial statement bears him out. In 1959, for the first time, the company did more business abroad ($296,000,000) than it did at home ($285,000,000). In seven of the past nine years Colgate has made more profit from its foreign business than from its domestic. In 1959, for the first time, the foreign operations contributed more profit than domestic even after deducting earnings retained by foreign subsidiaries.

The U.S. operations produced $9,178,000 of net income in 1959, compared to $9,586,000 received (after taxes) from the foreign companies. An additional $6,523,000 of profit was retained by the foreign companies.

■ Mr. Lesch spent 16 years with Colgate's big Mexican subsidiary, one of its most profitable foreign companies. He was elected president of the Mexican company in 1959 and at the end of that year he was named vp of Colgate-Palmolive International, in charge of sales and advertising for the United Kingdom and Europe. He became president of Colgate-Palmolive International in 1957.

Colgate's recent domestic record stands in sharp contrast to the expanding sales overseas. Sales totaled $285,526,000 last year, compared to $211,855,000 in 1950 and $290,968,000 in 1956.

The company has been outmaneuvered in the soap and detergent field and its No. 1 product, Colgate toothpaste, has met tough competition in recent years from Procter & Gamble and Lever Bros.

■ Mr. Little has moved the company into new fields. The Wildroot Co. was bought last year and a pharmaceutical laboratories division was established. Lakeside Laboratories, an ethical drug producer with sales of $6,000,000, was acquired earlier this year.

Colgate-Palmolive's press release on Mr. Little's retirement noted that he was often called "America's greatest salesman" and there is, of course, a good deal of evidence for this claim. He was the company's final advertising authority, and the despair of many agency men.

When he took over the helm of the company in 1938, total sales were $99,900,000—$73,400,000 at home and $26,500,000 abroad; total sales last year were $582,000,000. The company's net worth has increased in this period from $55,000,000 to $233,000,000. Personnel expanded from 9,600 to 26,000. #

Westinghouse Names Viosca; Plans Appliance Campaign

Robert R. Viosca has been named to the new post of market planning manager of the Westinghouse portable appliance division. He joined the company in 1950, and has served in various Westinghouse divisions.

The first tv and radio push for portable appliances in Westinghouse history will commence on election night, Nov. 8, over CBS. A dozen network tv commercials over 196 stations and nine on 203 radio stations will comprise the division's big push.

U.S. Rubber Names Kane

Robert B. Kane Advertising, New York, has been named as the agency for the consumer fabrics and yarns of U.S. Rubber Co.'s textile division. Fletcher Richards, Calkins & Holden will continue to handle the division's industrial yarns and two of its other products, Asbeston and Lastex.

Baer, Kemble Names Ransdell

Charles W. Ransdell, former advertising and sales promotion specialist at General Electric Co., Winston-Salem, N. C., has been appointed an account executive of Baer, Kemble & Spicer, Cincinnati.

South Bend is Indiana's Richest Market

The average household income in South Bend's Metro Area is $7553 . . . per capita income is $2246. Both are the highest in Indiana! But equally important to national advertisers is the complete South Bend market: 16 counties; nearly one million people with a buying income of $1,831,000,000. And the South Bend Tribune covers this market like no other newspaper . . . 92% saturation of the Metro Area; 62.8% coverage of the 9 additional counties. Get full information about the complete South Bend market. Write for free copy of the 1960 market data book.

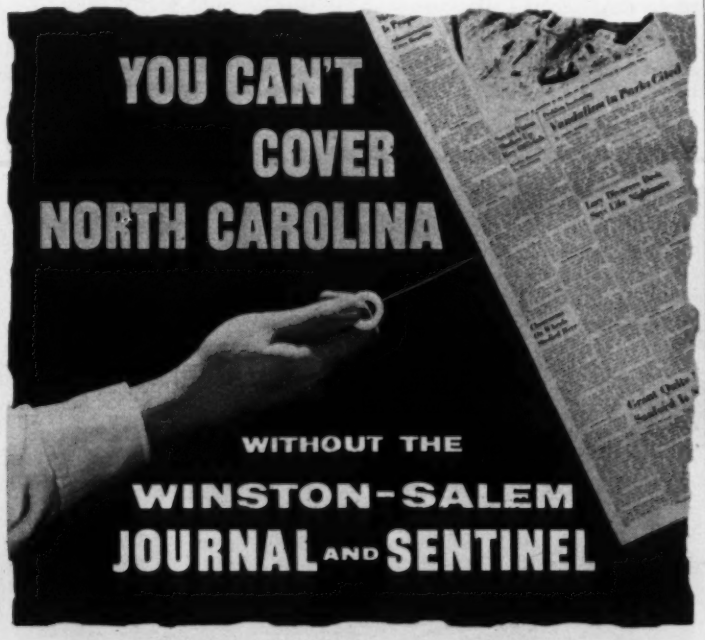
The South Bend Tribune

Franklin D. Schurz, Editor and Publisher • Story, Brooks & Finley, Inc. National Representative

The birth of a skyscraper... a vision soon to become reality. Here in the hands of one who possesses a *quality touch* every minute detail must be perfect before the first steel is formed – the first spade of earth turned. The same important attention to details, no matter how small, is also what provides that quality atmosphere in today's better television and radio station operations.

WFAA
TELEVISION abc
RADIO abc/nbc • DALLAS
Serving the greater DALLAS-FORT WORTH market
BROADCAST SERVICES OF THE DALLAS MORNING NEWS

Represented by Edward Petry & Co., Inc. *The Original Station Representative*



. . . the only daily newspapers covering an important 11-county area of North Carolina. Buy growing, prosperous Winston-Salem . . . get bustling Northwest North Carolina, too . . . where people shop the pages of the Journal and Sentinel . . . North Carolina's COLORACTION newspapers. Published morning, evening and Sunday. Combined daily circulation 108,617. National Rep., Kelly-Smith Co.

Thomas Robbins Soderberg Coste McGill Longmore Legate

GLOBAL GET TOGETHER—*Among the nearly 1,100 delegates from 24 countries attending the first International Congress of Outdoor Advertising were Sir Miles Thomas, Monsanto Chemicals, London; Burr L. Robbins, General Outdoor Advertising, Chicago; Henry Soderberg, Vendor Outdoor Co., Mexico City; Felix Coste, president, Outdoor Advertising Inc., New York; Jack McGill, Imperial Tobacco; D. E. Longmore, McKim Advertising, and Ernie Legate, Assn. of Canadian Advertisers.*

Outdoor Admen at Meeting Yearn for Better Research, Locations, Posters

(Continued from Page 1)

Nicholson of the Selvel Syndicate, Bombay, more than 80% of the population is illiterate, there is no commercial radio or television, and the advertiser can reach the masses only through motion pictures and outdoor advertising. But the city of Bombay only recently doubled and tripled the license fees imposed on signs and illuminated displays. "Another problem," said Mr. Nicholson, "Trees are most desirable for their beauty and shade, but they are being indiscriminately placed right in front of advertising displays."

Mr. Nicholson's comment on trees drew a sympathetic laugh from the audience, as did a remark by J. H. Brebner, public relations advisor to the British Transport Commission, who said the commission maintains a "rubber-out" staff, whose job is to remove the "art work" of amateurs who insisted on adding moustaches, glasses or blackened teeth to station platform boards.

In a more serious vein, Mr. Brebner asserted that outdoor is "beset by nibbling beavers—the organizations and individuals representing this or that anti-advertising interest. They nibble on this ground and that pretext. They seek to impose this restriction and that limitation. They must be made aware that all their nibbling is undermining the very benefits, advantages and standards of living which have been made possible only through the improved methods of distribution and consequential economy of price which follow in the wake of competition and demand inspired through advertising."

■ The public relations problems of the industry were touched on by Norman Strouse, president and chief executive officer of J. Walter Thompson Co., New York. He said there is "a degree of audience participation in the outdoor medium which is only too often overlooked.

"People really do like outdoor posters if given a chance," he continued, "and they respond most enthusiastically to those which intrigue their sense of humor or provide a light challenge to their resourcefulness in understanding the point. Herein lies the greatest contribution that the advertising agency can make to the future growth and good health of the outdoor industry—the creation of outstanding poster designs, so as to wring from the medium its greatest values.

■ "In so doing," he added, "it will trade up the medium in the eyes of the public and contribute importantly to the public relations need of the industry."

Mr. Strouse pointed out that newspapers and magazines live or die on the basis of whether the public will buy them, and that radio and television cease to have listeners if they do not serve the public competently.

"Outdoor," he said, "in contrast to these other great media, is not tested in this broad public way. The only interest the public has in the outdoor business, insofar as facilities are concerned, is a negative one. Do structures detract from the physical attractiveness of a neighborhood? Do they mar the beauty of the countryside?

■ "Let us assume that the plant operator has no eye-sores, that his public and community relations are in good order, and that he actively supports sound legislative regulation. From that point on, the outdoor plant's existence as a business is dependent upon the public only to the extent that he can analyze the manner in which the public's living habits channel people into major traffic patterns, and the extent to which he can distribute poster showings properly so that they expose advertising messages to the great number of people moving out of doors. It is for this reason," Mr. Strouse went on, "that the outdoor plant, unlike any other medium, is solely dependent upon the advertiser for its economic existence. This being the case, the public is apt to look upon the outdoor medium with a far more critical eye than on any other. The maintenance of the best possible relations with the public, therefore, should be a subject of deep concern, both to the outdoor industry and to the advertiser."

Mr. Strouse said the advertiser had to be included here "because his insistence on bulletins or snip-signs at locations on highways where they are obviously not in the public interest can do more to tear down the public relations of the outdoor industry than creative imagination in poster design, important though it may be, can do to build it up."

■ Joseph T. Donovan, director of the outdoor department for D'Arcy Advertising Co., St. Louis, who said his agency handles 10% of the advertising appearing on U.S. outdoor panels, warned the industry that "the only way to really be sure that legal action will stay off your back is to make 'em like it [the advertising]." He said new ideas and improvements, standardization, better reproduction and better paper would make outdoor a better medium.

Mr. Donovan also said that the outdoor industry could not "lean heavily on agencies, or advertisers, or legislators, or anybody else" and that "it must make its own strides." He added that outdoor "must judge itself from the motorists' viewpoint and from the advertisers' viewpoint."

■ Robert M. Gray, advertising and sales promotion manager for the Esso Standard Oil division of Humble Oil & Refining Co., said his company believes that recent improvements in servicing and selling will help restore outdoor to favor with advertisers and agencies. He related that "in recent years it has not always been easy to sell outdoor to our top management, as a primary medium of communication. I am sorry to say that poorly maintained plants, while in the minority, have frequently created unfavorable impressions. Inadequate information on coverage and effectiveness has sometimes left us with little argument to defend the medium's increasing costs. Indeed, there have been times when even our agency has failed to include outdoor in its proposals for important campaigns."

■ Mr. Gray hailed the Wilbur Smith outdoor study *(see story, Page 40)*, calling it a "truly significant step forward." Then he added, "Now if we can have location lists and monthly posting notices reported to agencies on a uniform basis for all plants, this too, will be most helpful." Mr. Gray further urged that the industry adopt a standardized form for reporting information—"one that permits statistical comparison with other media."

(For comments by Sir Miles Thomas, chairman of Monsanto Chemicals, London, and a past president of the British Advertising Assn., on the public relations problems of outdoor, see story on Page 36).

■ John C. Lockwood, president of Lever Bros. Ltd., Toronto, told the meeting that it appeared that "the motivation behind the development of every people is similar, and this means we can often use advertising appeals on a far wider basis than we might first have expected . . .

"One thing in the world today is clear," he said. "Every people, every market is striving to achieve higher standards of material comfort. The human being, whether he is in Thailand or British Columbia, wants certain specific things —clothes, transport, housing, entertainment, food and drink. Slowly, but surely, by communication his desires are becoming more and more similar."

■ Prior to the opening of the international congress, the Outdoor Advertising Assn. of America held seven business meetings. In one action, members authorized "a far-reaching program aimed at creating greater efficiency of the medium and better understanding of its economic role through improved operational practices and uniform, standardized service reporting procedures to clients."

The OAAA said that a special committee will be appointed shortly to work with its operating standards committee "to review the association's recommended operating practices and its service rules and regulations." Coming up for discussion will be such topics as standard reporting terminology for locations, uniform location lists, posting dates, and plant improvement programs.

■ Felix Coste, president of Outdoor Advertising Inc., told the congress that the U.S. industry is enjoying "healthy" advances in total national volume and in a number of product classifications. He said national volume is up 7.6% for the first half of 1960 but he gave no dollar figure. At the same time, such classifications as gasoline and oil, soft drinks, alcoholic beverages, passenger cars and food products advanced from 5.5% to 17.3%, he said. #

Day James Mays Ehler Carrington

U.S. CONTINGENT—*Among representatives of U.S. companies at the International Congress of Outdoor Advertising, sponsored by U. S., Canadian and British outdoor associations, were Dick Day and G. W. Carrington, Morton Salt Co., Chicago; Mrs. Helen Tribble Mays, Tribble Advertising, San Antonio; Alden James, Outdoor Advertising Inc., New York, and Carl Ehler, Foster & Kleiser, Chicago.*

Times Tough for Tool and Die, Union Starts Advertising

CHICAGO, July 12—A $3,500 newspaper advertising program began this week to attract unorganized tool and die makers to Lodge 113, an affiliate of International Assn. of Machinists (AFL-CIO).

Small space ads in the Chicago daily newspapers and neighborhood newspapers in the area note that union members "get highest wages, best benefits." As Michael E. Sikora, business representative of Tool & Die Makers Lodge 113 puts it: "Times are not good in the tool and die industry so it is a good time to advertise . . . advantages of union organization."

Union officials are optimistic about results of the program. Two insertions in the *Sunday Tribune*, one in the *Daily Tribune*, one in the *Chicago Daily News* and two in the *Sun-Times*, plus others in suburban and neighborhood newspapers, are headlined, "Unorganized tool and die makers . . . Are you fed up with low wages and poor working conditions?"

The ads were placed direct. #

St. Louis Adwomen Elect

The Women's Advertising Club of St. Louis has elected Margaret R. Jostedt, senior tv copywriter of Gardner Advertising Co., president. Other officers include Mrs. Marion Dickey, president, St. Louis Hostess Co., vp; Shirley Vierheller, Gardner Advertising, secretary, and Beatrice Beste, Hamilton Shoe Co., treasurer.

Hutchison Retires as Rep

Ewing Hutchison, Chicago publishers' representative, will retire from the business and close his office at 35 E. Wacker Dr. July 30. Mr. Hutchison operated his own company 29 years and also was with N. W. Ayer & Son 15 years, *American Legion Magazine* four years and Dartnell Corp. two years.

Brooks Sprague Garvey Franks Stevens

QUINTET—*Gathered at the NAEA convention in San Francisco last week to share in the convivialities and discuss newspaper ad developments were Wallace Brooks, ad director, San Francisco News-Call-Bulletin; Robert Sprague, ad director, Salem States-man-Journal; Charles C. Garvey, ad manager, Baton Rouge State Times & Morning Advocate; Hobert T. Franks, ad director, Atlanta Journal and Constitution, and Ted E. Stevens, ad director, Daily Courier, Waterloo, Ia.*

You buy

attention

in the

Chattanooga Daily Times

In this Tri-State market, covering 40 counties of Tennessee, Georgia and Alabama, people sit up and take notice when they see it in the Times. That's because the Times is so deeply rooted in their lives.

Take last March. Probably the worst ice storm in the history of the Tri-State area struck suddenly and unrelentingly. As ice and the disruption it brought tightened their grip, human struggle grew heroically.

When the five-day ordeal was over, the Times summed it all up in a special section, recreating the dramatic holocaust in words and pictures with typical Times thoroughness and accuracy. Then the requests for extra copies began to pour in. Thousands more had to be printed. Tri-Staters stood on line to get them until not a single copy remained.

This is a proud area. People have a special way of cherishing their institutions. And the Chattanooga Daily Times is one of their strongest. Today the Times serves all the news, cultural and marketing requirements of this growing, consuming community of over 1,250,000 people —more than Vermont, Nevada, Wyoming and Alaska *combined!* Your advertising in it can serve them, too.

FASTEST WAY TO PROMPT TRI-STATE BUYING ACTION

Chattanooga Daily Times

Represented by Cresmer & Woodward, Inc. and Shannon & Associates, Inc.

Display Guild Set to Promote Pro Services in Fall

Chicago Group Resulting From Labor Talks Gets Queries from Other Cities

CHICAGO, July 13—The National Display Guild has set Sept. 1 as the target date for the beginning of its campaign to promote professional installation and merchandising at the point of sale.

The organization, formed last month by eight Chicago companies offering this service (AA, June 13), has heard from about 46 other companies throughout the U. S. who are interested in joining this guild.

The guild was formed in a unique manner during labor negotiations between Chicago area display service companies and Local 41, Window Trimmers & Displaymen's Union.

■ Faced with a continued loss of business in the field (estimated at 30% since the end of World War II), the union and management agreed on two points:

1. "Added labor cost would have to be passed on to the advertiser, which possibly could result in the loss of more business.
2. "A wage increase would not necessarily insure higher earnings, because hourly work in the industry means very little if work is not available."

The companies agreed to subsidize a promotional program in lieu of a wage increase, leading to formation of the guild. Contributions will be a combination of fees plus a percentage based on employes' salaries.

■ Since companies in other cities have different union arrangements, the guild is presently working with the Point-of-Purchase Advertising Institute to establish membership requirements for the guild.

The guild plans to supply literature, trade advertising, publicity and an educational program to persuade more advertisers to use professional services in placing window displays, in-store material and other point of purchase merchandising devices.

The guild said some 185 companies throughout the country offer these services. The eight Chicago members, plus the 46 other companies which have expressed an interest in joining, account for about 80% of the volume of business, the guild said. #

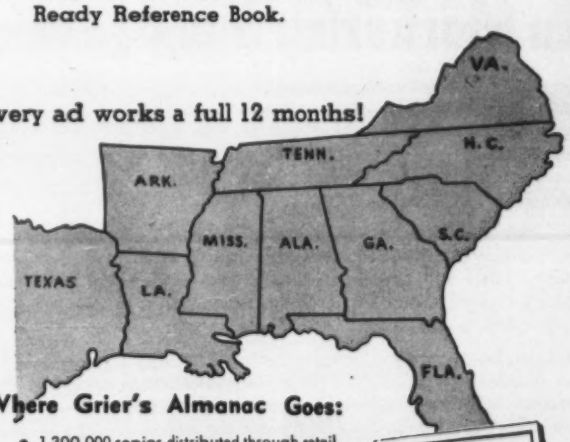
The Largest Unit of Circulation In The Fast Growing South!

GRIER'S ALMANAC

2,300,000 CIRCULATION Audited and Verified By VAC

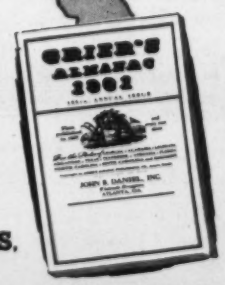
- Coverage Is Far Greater Than That of Any Other Publication In the South.
- Reaches Over a Million RFD Box-Holders.
- First in Prestige. Has Been Published 155 Years Without Interruption.
- Readership is Intense and Loyal.
- Outstanding Mail Order Medium.
- Every Advertisement Next to Editorial Matter.
- Stays in the Home the Year 'Round As a Ready Reference Book.

Every ad works a full 12 months!



Where Grier's Almanac Goes:

- 1,300,000 copies distributed through retail drug and general stores by means of a system of special editions sold to approximately 45 of the largest wholesale druggists in the South.
- Another 1,000,000 copies of Grier's are mailed to R.F.D. Boxholders in the South. 100% coverage of every R.F.D. box is guaranteed in every county in which Grier's is distributed.



FOR INFORMATION AND RATES, CALL, WRITE OR WIRE

GRIER'S ALMANAC PUBLISHING COMPANY

GEO. M. KOHN, JR., General Manager
Atlanta Office: P. O. Box 1435, Atlanta, Ga. — MElrose 4-7341

Eastern Office: DAN B. JESSE, JR., 10 E. 43rd St., New York 17—MUrray Hill 2-4845
Mid-West Office: RAYMOND J. RYAN, 35 E. Wacker Dr., Chicago 1—ANdover 3-2240
Western Office: J. G. DAVENPORT ASSOC., 2412 W. 7th St., Los Angeles 5—DUnkirk 2-6254
Dallas Office: ED WHETZEL, 923 Cordova Ave., Dallas 23—DAvis 4-4016

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1959 **48,389**

HELP WANTED

$400.00 PER MONTH

FOR PART TIME

COPY AND PRODUCTION ASSISTANCE

This small Chicago advertising agency with rapidly growing industrial accounts sorely needs help in writing copy for display advertising, bulletins and trade paper publicity.

Also wants assistance on production of display advertising, bulletins, displays and placement of publicity.

An unusual opportunity for someone with a small amount of their own business who would like to use our facilities.

We are willing to employ an ambitious young person who wants to rapidly advance in the advertising field by securing the broad basic experience available quickly only by working in a small agency. Here, he will have an opportunity to work at every phase of the profession.

Write to Box 3898, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

WRITER 22-25

Michigan agency; poultry accts. Your flair, not experience, important. Real opportunity, surprising benefits. Detailed resume a must.

Box 3899, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Assistant—quarter-time, non-teaching, beginning September. Can do graduate work. **School of Journalism, University of Iowa, Iowa City.**

AGENCY "GAL FRIDAY" NEEDED

Small, new agency with plenty potential needs gal with copywriting and business experience for all-around agency work. Nominal starting salary, no fringe benefits . . . yet. Still interested? Write.

Box 3900, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SPACE SALESMAN WANTED

Outstanding opportunity for young, agressive space salesman in New York and East Coast territory in pharmaceutical-medical field. Salary and commission in 5 figures for full time salesman, not a publisher's representative.

Box 3913, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HELP WANTED

CO-OP ART SERVICE

Small, crackerjack advertising art studio looking for advertising agency to help service accounts in complete art work.

Box 3862, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

OPPORTUNITY FOR "ONE-MAN" INDUSTRIAL ADVERTISING AGENCY

Are you an overworked "one-man" industrial agency, handicapped by lack of depth, art, production, bookkeeping and clerical services? If so, this long-established small industrial agency (formerly one-man operators) in greater Newark, New Jersey suburb, offers unusually attractive set-up and opportunity to join forces. Approaching retirement of founding partner makes it essential to add man of initiative and exceptional copywriting talent. Must have billings sufficient to "carry his weight" in the beginning. Write details of background, present operation, types of accounts, etc.

Box 3896, ADVERTISING AGE
630 Third Ave., New York 17, New York

Copywriter for scientific equipment house. Full time. Come in and show us what you can do. Contact **Harry Woldenberg SU 7-9438. (Chgo.)**

ADVERTISING OPPORTUNITY!

Merchandising Assistant needed by publisher of 2 national consumer magazines. Young man we want is a creative writer with mind for detail to handle a multiplicity of assignments, self-starting, between 25 and 30 with a background in advertising and direct mail and a Chicago area resident. Duties include copy, contact work, production, scheduling. Excellent fringe benefits. Send details, salary requirements and resume.

Box 3897, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MOLENE PERSONNEL SERVICE

publicity ..... editors
advg. manager ..... copywriters
artists ..... media ..... production ..... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W Adams St., Chgo 3

PHARMACEUTICAL COPYWRITER

by a well established growing Philadelphia agency. Must have background of ethical pharmaceutical copywriting, either agency or company. We want a man who is interested in a long term association and has the capacity to grow into larger responsibilities.

Box 3901, ADVERTISING AGE
630 Third Ave., New York 17, New York

HELP WANTED

BARNARD'S
A Specialized Placement Service
ADVERTISING PR, EDITORIAL, SALES, SECRETARIAL & GEN OFF
call or write
Miss Barnard Mr. Pollard
WA 2-2306 220 S. State St., Chicago 4

Hundreds of $7,000-$35,000 executive jobs available. Get Free Report, Strict confidence. **National Employment Reports, 20 E. Jackson, 902G, Chicago 4.**

COPY CONTACT MAN

Must have some billing. We have complete art, copy and photo facilities. Salary and bonus. All replies in complete confidence. Please do not phone. We will contact you. Send complete data to **Mary Brown, Edelstein-Nelson Advertising Agency, Inc., 203 N. Wabash Ave., Chicago 1, Illinois.**

CHEMICAL ADVERTISING

A major chemical company is looking for promising man to handle industrial chemical phase of its advertising and publicity program. Chemical education preferred or strong chemical industry background. Minimum 2-5 years in advertising, writing, editorial, or related work required.

Box 3902, ADVERTISING AGE
630 Third Avenue, New York 17, New York

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago SU 7-2255

Large Detroit organization needs copywriter and idea man with proven creative ability, experienced in consumer goods copy and sales promotion programs. Direct mail and automotive experience desirable. Excellent opportunity.

Box 3916, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HOME ECONOMICS DIRECTOR

Meat packer with national distribution has opportunity for graduate home economist to work with marketing, advertising and public relations executives in the company's sales promotion program. Will work closely with the grocery trade, consumers, home economists, dietitians and educators. Some travel involved. Several years solid experience in food related field required. Excellent employee benefits. Salary commensurate with experience and capacity. Send resume to **PERSONNEL DIVISION, WILSON AND CO., INC., PRUDENTIAL PLAZA, CHICAGO 1, ILL.**

AD AGENCY TRAINEE

Ad Agency has opening with exceptional opportunities for young college grad. Job involves handling detail on National Accounts with large TV and Print programs. Send complete resume, detailing education, scholastic record and military status.

Box 3918, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

FREE LANCE
LAYOUT & PRODUCTION

Do you need expert assistance in producing your booklets, ads, packages and other printed matter . . . or TV commercials. Contact—

T. J. McLoughlin MI 2-3655
619 N. Michigan Ave., Chicago 11, Ill.

GRADE-A AD-BUILDER WANTS DETROIT AREA JOB

20 years of big agency copy and contact work plus 5 operating own ad business. Again available to agency or advertiser. Long record of top-flight campaigns in all media. I write, direct, supervise advertising that means business. Write for samples, references and more data.

Box 3903, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING MANAGER

Strong agency mktg bkgd as AE on top food accts in candy, dairy, meat packing & baby foods ind. with major 4A agencies. Recognized creative ability. Exp all phases merch, sls prom, adm, budgets, purch. Young (31), top ref. $12-14M.

Box 3904, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TRADE PUBLICATIONS

—Energetic and enthusiastic, Can assume editorship of one additional small-medium monthly trade publication. Integrated versatile orientation; creative and administrative background. Can operate from your shop or my office. Moderate financial requirements. **P. O. Box 302, Monticello, N. Y.**

ADVERTISING/SALES PROMOTION MGR.

7 years industrial and 4A agency exp.: national campaigns, dealer and sales aids, production. Former S/P supervisor and ass't ad mgr. for leading mfrs. including cosmetics and photocopy. Salary range: $10,000—$12,000.

Box 3908, ADVERTISING AGE
630 Third Ave., New York 17, New York

INTERNATIONAL ADVERTISING AGENCY MANAGEMENT EXECUTIVE AND ACCOUNT EXECUTIVE

10 years international agency experience including account executive and management responsibilities in foreign markets; profitable establishment and management of international agency branch operations; headquarters management of international network of branch agency operations; servicing of international accounts; network branch office standardization of business, administration, and operational procedures; network implimentation of management policies; on the spot working experience with employees and clients in many foreign countries. Account executive background experience.

Box 3905, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

NOT THE GREATEST but a darned good all-around advertising man; copy, layout, production all media including DM. Strong on S/P, PR trade shows and sales training. Location unimportant.

Box 3909, ADVERTISING AGE
630 Third Ave., New York 17, New York

ACCOUNT EXECUTIVE

Strong marketing background primarily major food accounts. Exp all phases account management (large & small) in meat packing, baby foods, dairy, candy, menswear industries. Aggressive, young (31), top references. $16,000-$18,000.

Box 3907, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPY-TV, FILM, RADIO, PRINT Woman writer/producer, 8 yrs. agency experience. Specialty, food accounts. Creative campaign ideas and PR experience too! Relocate West Coast.

Box 27 R 785, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

POSITIONS WANTED

FREE LANCE PUBLIC RELATIONS

seasoned newsman offers taste & economy

Box 3895, ADVERTISING AGE
200 E. Illinois, Chicago 11, Illinois

ADVERTISING MANAGEMENT EXECUTIVE

10 years specialized agency management experience including account executive background.

Box 3906, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HELP!!

Aging (29) free lance writer and PR man is versatile, creative and anxious to escape midwest climate before it's too late. Objective: Los Angeles. Offers full or part time PR aid to agency or company. MA Jour., 7 yrs. exp. newspaper, adv., publicity, Promotion.

Box 27 R 788, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

ADVERTISING ASSISTANT

Seeks oppty with agency or mfr in N.Y.C. area. Exp 4 yrs, coll grad, Sm writing, resch, sales prom., production, traffic, creative, enthus prsnlty-gets things done.

Box 3914, ADVERTISING AGE
630 Third Ave., New York 17, New York

FOOD AE
WITH ABILITY PLUS EXPERIENCE

3 yrs. as AE handling multi-million dollar food accounts. Backed by ten yrs. experience with one of nation's top food retailers. Age 32. Present salary $15,000 plus bonus.

Box 3915, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES WANTED

ADV. REPS. WANTED

In all areas for 2 top grade trade mags serving Upper-Midwest lumber dealers, home builders and architects. Send all details, area covered, remuneration desired, etc. to:

NORTHWESTERN LUMBERMENS ASSN.
1013—4th Ave., So.
Minneapolis, Minn.

SPACE SALESMAN—part time. Creative man who can close leads. National industrial publication. Chicago area.

Box 3911, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WANTED: Midwest Advertising Space Sales, N. Y. Food Trade Pub. Must know trade paper field. Excellent opportunity for good man. Work on own after indoctrination. Full cooperation from home office. Write background and salary requirements.

Box 3917, ADVERTISING AGE
630 Third Ave., New York 17, New York

REPRESENTATIVES AVAILABLE

PUBLICATIONS AND RADIO STATIONS WANTED

Hard hitting, aggressive advertising sales organization desires newspapers, magazines and radio stations. Our sales force will assure you an excellent job. Write

Box 3910, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLISHERS REPRESENTATIVE

would be interested in representing a publication which offers a potential for financial advertising. Office in Wall street area. Excellent references.

Box 3912, ADVERTISING AGE
630 Third Ave., New York 17, New York

MISCELLANEOUS

ENGINEERS AT THEIR HOME ADDRESS. Over 125,000 Select by types. On Speedaumat Plates. Lowest rates. **MARKETING/TECHNOLOGY 4617 Red Bank Rd., Cincinnati 27, O. BR 1-3200**

COMPANY PUBLICATIONS EDITORS

Increase readership—send for our free list of 1,000 articles. General and specific subjects with high interest value, thoroughly researched and authenticated. Exclusive use in field. 1¢ per word, on approval. Also cartoon features, ghost writing. No obligation. Write: **A. P. A., 304 Chapel Avenue, Haddonfield, N .J.**

Procter & Gamble

A Career Opportunity

In Marketing Management

To qualify, you won't need specialized experience or schooling, but you must be a special type of man. You must have the ability to work smoothly with many types of people . . . the desire to assume important responsibility quickly . . . and a broad interest in advertising, sales promotion and marketing.

In short, you must be "promotable." Procter & Gamble's dynamic growth and expansion is continually creating executive positions that can be filled only from within (a strict P&G policy). That is why new men are given individual on-the-job training so they can accept responsibility immediately.

You would join a small group marketing a leading consumer product on a nationwide scale. You would be working with experts in P&G and our advertising agencies on marketing strategy and advertising execution, sales promotion, product development and financial planning.

If you have a good college background, and are confident of your business ability, imagination and good judgment, you should consider yourself a logical candidate for one of these career opportunities.

MAIL THIS COUPON TODAY FOR FURTHER INFORMATION

Mr. H. H. Wilson Jr.
Procter & Gamble, Dept. AA-718
P.O. Box 599,
Cincinnati 1, Ohio

Please send me information on career opportunities in your Advertising Department and enclose an application form.

I received a _____ (degree) from _____ (school) in _____ (year)

NAME _____

ADDRESS _____

CITY _____ STATE _____

WANTED: COPYWRITER WITH AGENCY EXPERIENCE

Key spot for a creative man with a few years of trade paper and collateral writing experience who wants to grow financially by assuming top writing assignments on major accounts. We are growing, too . . . adding new personnel, expanding our agency-owned building. Write to Copy Chief in confidence detailing experience, salary requirements, and personal data. Box 298, ADVERTISING AGE, 200 E. Illinois, Chicago 11, Ill.

Our 49th Year

HOUSE ORGAN EDITOR 5 yrs. exp. min. 30-35	$8500
SPACE SALESMAN—exp. midwest territory	8500+
SALES PROMOTION—28-40 Intangibles exp.	10-12M
COPYWRITER—industrial Excel. oppty. growing agcy.	to 10M

GLADER CORPORATION
110 S. Dearborn St., Chicago, Ill.
Phone: CEntral 6-5353

I like to make ads...

Good ads. Ads that stand out and produce results. I'm a creative art director with 25 years' top agency success behind me. Now available for assignments on either a free lance or retainer basis. Production and finished art facilities, if necessary.

RAY JORDAN

230 E. Ohio Street, Chicago 11, Ill. WH 4-3340

ASSISTANT ADVERTISING MANAGER

Challenging opportunity exists with the New York corporate headquarters of a leading heavy industrial manufacturer to assist in the creation, planning & administration of Advertising & Sales Promotion programs for its divisions with highly diversified product lines.

A minimum of 5 years professional experience is required with a major manufacturer or ad agency handling similar industrial accounts.

Individual should be capable of welding imagination & practicality into successful programs by means of personal contact with the corporation's decentralized divisions.

Forward resume & salary requirements, to:

THE BABCOCK & WILCOX CO.
Personnel Dept.
161 E. 42 St., New York 17, N.Y.

Transformation of the man who entrusts his personnel problem to

Melba Oliver SPECIALIZED PERSONNEL SERVICE, INC.
Serving the MIDWEST for over 25 years.

IF ADVERTISING IS YOUR BUSINESS ...PLACING YOU IS OURS!

Melba Oliver
1229 NATIONAL CITY BANK BLDG.,
CLEVELAND 14, OHIO
PHONE: TOWER 1-6165

Career Opportunity for Regional Shopping Center PROMOTION MANAGER

The Center, containing 40 chain and independent stores, operates under a mandatory Center Merchants Association.

The man we are seeking is: experienced in the Promotion Department of a Regional Shopping Center with specific emphasis on planning, coordinating and sales promotion; between the ages of 30 and 45; available by Sept. 1; interested in an opportunity for career growth with a new, large scale operation in one of the Southwest's most attractive and active growth areas.

Salary is open.

In reply, send complete resume, including work record and salary for the past 10 years, and personal and business references; recent snapshot; print or layout samples of work.

All replies will be held in strict confidence and samples will be returned.

Direct your reply to:

SIDNEY S. HERTZMARK, Managing Agt.
Winrock Center, 518 Simms Bldg.
Albuquerque, N.M.

$100,000

is the modest budget of a provocative and important motion picture to be made on location in NYC late this summer. It is based on an extraordinary book which received rave reviews in the *Times* and *Tribune*. The budget is being raised by subscription, much like the financing of a Broadway play. Several people from large NY agencies are already backing. Sorry, participation is open only to residents of New York State. For complete details, please write Box 294, ADVERTISING AGE, 630 Third Ave., New York 17, N. Y.

ADVERTISING & SALES PROMOTION MANAGER

Challenging opportunity with growth food company having national distribution of well branded products. The man we seek will have a college degree with approx. 5 years ad agency experience handling packaged food product accounts & be well versed in advertising, merchandising & sales promotion. Administrative and creative abilities necessary for excellent management growth opportunities. Headquarters in Metro N.Y. 5 figure salary. Send complete resume with salary requirements for prompt consideration. All replies held in strict confidence. Our staff knows of this position.

Box 297, Advertising Age
630 Third Avenue, New York 17, N.Y.

TELEVISION PROGRAM SUPERVISOR

TELEVISION COMMERCIAL PRODUCTION SUPERVISOR

One of the country's leading television advertisers is looking for two men—one for Television Programming and another for Television Commercial Production.

Television Program Supervisor

For this position, we want a man with several years of program or show production experience with an agency or a television network or station, and with some writing and/or editing experience.

After a brief indoctrination period, he will take over the supervision of several of our programs—working with our Advertising Agencies and program producers on all phases of programming. His job will be to provide and maintain top quality programming by representing the Company on matters concerning the writing, casting, and production of its programs.

Television Commercial Production Supervisor

For this position, we want a man with several years of commercial production experience, preferably with an agency of an independent producer, and with a knowledge of film techniques and production values.

After a brief indoctrination period, he will take over the responsibility of working with our Advertising Agencies on all phases of television commercial production for several of our major consumer brands. His job will be to achieve top quality commercial production for the Company. He will be involved in all aspects of commercial production, including participating in production planning discussions with the agency and outside producer and attending the actual shooting of commercials.

While both of these positions call for a high degree of creative ability, they also require good business administrative skills since a large part of these jobs has to do with the business management of our programming and commercial production operations.

If you are under 32 and feel that you can qualify for one of these positions, write and tell us about yourself—specifying whether you are applying for the Television Program Supervisor or Television Commercial Production Supervisor position. All replies will be handled in confidence, and no contacts will be made until we have your permission.

BOX 300, ADVERTISING AGE
200 East Illinois Street, Chicago 11, Illinois

Stock 24 Sheet Posters
Christmas and General
Miniatures & Catalog
Postpaid Free
DAUGHERTY POSTERS DIV. OF
DAUGHERTY SIGN COMPANY
521 Broad St.
Chattanooga 2, Tenn.

SCREENED PRINTS

... all ready for your paste-ups.

Fast, economical way to make line engravings from continuous tone artwork! Perfect for making stunning high-light or drop-out halftones from fluorographic art — just like the girl in this ad.

Rush jobs? We give overnight service to anywhere in the U.S.A.

Also — rock - bottom prices on zinc, copper, magnesium engravings . . . 3- and 4-color process. Offset negatives for all requirements. Complete mat and stereo facilities.

Send for special price list.

SERVICE ENGRAVING
541 FIFTH AVENUE · DES MOINES 9, IOWA

CHURCHMAN—LAYMAN—AD-MAN WANTED

Episcopal Diocese is seeking a young (probably about 27-32), convinced churchman with advertising experience and ability to work with volunteers to become its executive in the promotion department. Position involves some travel. The income will be moderate, but the work will be stimulating and satisfying. You will be required to help recruit and supervise the high calibre layman and clergy with whom you will work, and to plan and carry out long and short-range programs, set up budgets, make speeches, write bulletins and letters, help edit Diocesan publication and handle publicity. Please write fully giving income needed, age, education, marital status, experience, church affiliation and all other details including a picture. Must be willing to relocate.

Leonard M. Sive, 712 Broadway,
Cincinnati 2, Ohio

AUTOMOTIVE PARTS

Career opportunities with one of the nation's leading manufacturers of automotive replacement parts located in Toledo, Ohio. Fine salary, bonus, profit-sharing, life insurance and hospitalization benefits.

PUBLIC RELATIONS MANAGER

Newly created position providing an excellent opportunity. Handle PR functions for corporation and subsidiaries. Know TV, radio, newspaper media. Advertising background helpful. No age restrictions but prefer 25-40.

ADVERTISING MANAGER

Experience in creating and producing literature, p.o.p., ads and direct mail. Knowledge of merchandising principles essential. Create and run planned sales promotions. No age restrictions but prefer 25-40.

Send complete resume and salary requirements to: Box 301, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

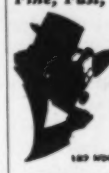
Agencies . . . Ad Managers . . . Art Studios:

CUT DOWN YOUR OVERHEAD!

Expert free-lance copywriting is available any time you need it . . . and only when you need it! Fast, professional, part-time service backed by 10 years of national and local consumer, retail and industrial experience. Top references.

HOLDEN ADVERTISING
6620 W. Diversey Ave., Chicago NA 2-6355

Fine, Fast, Fairly Priced Photography



pics photographers
DEARBORN 2-1062
189 NORTH LASALLE STREET, CHICAGO 1, ILLINOIS

PUBLICITY CONVENTION COMMERCIAL INDUSTRIAL

DON HARRIS NEEDS:

TV WRITER for a famous name, high-turnover product. Highly creative man, the kind whose work other TV writers watch $25M

AE, package goods. Rare opportunity to grow into supervisor's shoes on a top national account sharp in marketing $17,500

PRINT-TV WRITER — Originality, the light touch, even humor, are encouraged in this agency. Can be young if samples say he's a rising star. Package goods. Silky fringes plus $15M

MERCHANDISING—SALES PROMOTION Reports to marketing director. Heavy premium background, POP, trade promotions, incentives, field knowledge of food store marketing $12M

DON HARRIS, DIRECTOR
Advertising & Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago, WA 2-9400

ADVERTISING DIRECTOR

For our Home Furnishing departments. Expanding Chicago merchandising organization offers splendid opportunity to a successful man with good merchandising background combined with experience in all phases of art and promotion. Excellent compensation including bonus and profit sharing. Apply in strict confidence with comprehensive resume. Direct reply to R. Kubic

Spiegel, Inc.
1038 W. 35th Street
Chicago 9, Illinois

SALES PROMOTION PRODUCTION SUPERVISOR

Opportunity for experienced man with major electrical-electronic corporation in northern New Jersey. Must be able to direct and administer staff; supervise and maintain direct mail operations and exhibits. State salary requirements with resume.

Box 295, Advertising Age
630 Third Ave., New York 17,
New York

FOR EXECUTIVES ONLY

- Sr. & Jr. Account Executives
- Marketing & Market Research
- Copy Writers
- Public Relations

Positions now available from $5,500 to $62,000

DRAKE PERSONNEL, INC.
29 East Madison Bldg. • Chicago 2, Illinois • Financial 6-8700

MIAMI ADVERTISING AGENCY WANTED

New York advertising agency, billing in the neighborhood of $20,000,000 annually in packaged goods field, wishes to purchase or acquire Miami agency for the purpose of serving locally a number of their national accounts which are expanding activity in the Florida area. Agency must be staffed with men who have proven their ability in handling and acquiring new business. All replies will be kept in strictest confidence. Box 296, Advertising Age, 630 Third Avenue, New York 17, New York.

Bolger Completes Image Comparison of 11 Magazines

CHICAGO, July 13—Bolger Co. has completed a study of the image profiles of 11 consumer magazines, measuring 32 characteristics of each through more than 4,000 personal interviews in 36 cities.

The study, sponsored by five magazines—*Argosy, Better Homes & Gardens, Family Weekly, National Geographic* and *U.S. News & World Report*—evaluates the editorial characteristics of all 11. The other six magazines are *American Home, Holiday, Life, Newsweek, The Saturday Evening Post* and *Time*.

Bolger Co. was launched about a year ago when it did a pilot study on three magazines—*Life, Reader's Digest* and the *Post* (AA, Aug. 24, '59).

The evaluation of each magazine was made by readers of that magazine only. Readers were defined as those who had purchased at least one of the last three issues of the magazine; those who read at least every other issue; those who had been readers for at least a year, and heads of households.

The study is being sent to the "500 most influential buyers of advertising space." Each sponsor will receive 20 free copies, and non-sponsors may purchase the study at $12 a copy. #

C. W. Russell Joins Buchen as VP, Account Supervisor

C. W. Russell has joined Buchen Co., Chicago, as vp and account supervisor. In addition to supervising existing agricultural accounts, including Oliver Corp., Mr. Russell will head the agency's activities in the agricultural field.

C. W. Russell

He formerly was a vp in the Chicago office of Marsteller, Rickard, Gebhardt & Reed.

Five Dailies Form New Group

Five evening daily newspapers —the *St. Louis Post Dispatch, Quincy Herald-Whig, Alton Evening Telegraph, East St. Louis Evening Journal* and *Southern Illinoisan*—have formed the St. Louis and Illinois Interurbia Market Group. The new group has a circulation of 500,000 and offers 60% average county coverage in St. Louis and 35 interurban counties in Missouri and Illinois. Katz-if-George-Wemhoener Advertising, St. Louis, has been named to handle a trade ad campaign for the group.

BIRCH Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

8000 DOCTORS READ

THE BULLETIN, official twice-monthly magazine of the Los Angeles County Medical Association.

Consumer Items Accepted—Agency Commission
1925 Wilshire Blvd.
Los Angeles 57, Calif. HUbbard 3-1581

EXECUTIVE SECRETARY

Ad director of large Los Angeles mfg. & retailing co. needs Gal Friday. Must be strong on detail, follow-thru, typing & shorthand. Working knowledge of TV, newspaper & radio will help but not a prime requisite. Opp. unlimited! Call for interview. Wally Sherwin, LUdlow 7-4165 (L.A.)

Riviera Convertible Sofa Bed Co.

Molesworth Agency Moves

Molesworth Associates, New York, has moved to 261 Madison Ave.

*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.

SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.

Put this record to work for you. Write, wire or call.

THE JINGLE MILL

Dodge Sales Exceed Available '60 Models as Model Year Ends

DETROIT, July 12—The Dodge division of Chrysler Corp. has a problem which may turn out to be a unique one this year—it has outsold itself.

While other car makers are worried about high dealer inventories going into the 1961 model year, Dodge rests in the perplexing, half-pleasant and half-disappointing position of having sold more 1960 cars than it will be able to provide.

M. C. Patterson, Dodge general manager, says there is a considerable number of orders for 1960 which the division will be unable to fill before the output of 1960 models ends July 19. This is something that does not happen often. It's just because the Dodge Dart was selling like crazy the last couple of months and overran production schedules. Dodge is ending the year with the lowest inventory of cars of all types in the industry.

■ Dodge, with Dart carrying the ball, has leaped ahead this year from 11th to 6th place in total sales for the industry, based on state registrations for the first five months. It has tallied 5.65% of the total as against 2.29% for the same period in 1959, and the selling pace appeared even more warm for the closing weeks of the model year.

Mr. Patterson looks upon 1961 as likely to continue a banner year for Dodge. The addition of its new compact Lancer will give Dodge dealers a line including the smaller car, something that was lacking in 1960, while many of its dealers were completing conversion from Dodge-Plymouth outlets to Dodge only.

Dodge is going to be able to offer six series in 1961, two for the Lancer, three in the Dodge Dart and one for the larger Dodge, for a blanket market range that will cover about 75% of the total selling area. Mr. Patterson said he expected his fourth quarter in 1960 to about double the figure for sales in the same quarter for 1959. He expects to provide about 30% Lancers, 60% Darts and 10% on the larger Dodge series.

■ Round-up on the first half-year of selling for the industry, as shown by Ward's Automotive Reports, shows that dealers sold 3,253,132 domestic cars in the six-month period, which compares to 2,936,900 for the same period in 1959 and 3,851,900 for the record-breaking 1955 year. #

June Advertising Volume in Business Papers

June/*Volume 3.3% (in pages) under 1959*

Industry Division	1960	1959	Page Change	Percent Change
Manufacturing	15,028	15,787	— 759	— 4.8
Transportation	3,877	3,841	+ 36	+ 0.9
Mining	776	803	— 27	— 3.4
Petroleum & Gas	1,716	2,330	— 614	— 26.4
Construction	7,672	7,648	+ 24	+ 0.3
Food	1,456	1,556	— 100	— 6.4
Services & distribution	4,006	3,832	+ 174	+ 4.5
Institutional	2,826	2,683	+ 143	+ 5.3
Government	492	569	— 77	— 13.5
Export-import	1,125	1,227	— 102	— 8.3
Farm Eqpmt. Distrn.	170	183	— 13	— 7.1
Total	**39,144**	**40,459**	**— 1,315**	**— 3.3**

Year to date/*Volume 2.3% (in pages) over 1959*

Industry Division	1960	1959	Page Change	Percent Change
Manufacturing	88,023	83,330	+ 4,693	+ 5.6
Transportation	21,630	20,339	+ 1,291	+ 6.3
Mining	4,423	4,431	— 8	— 0.2
Petroleum & Gas	11,094	12,550	— 1,456	— 1.6
Construction	44,365	44,734	— 369	— 0.8
Food	9,493	9,449	+ 44	+ 0.5
Services & distrib.	26,996	26,909	+ 87	+ 0.3
Institutional	18,641	17,608	+ 1,033	+ 5.9
Government	3,060	2,955	+ 105	+ 3.6
Export-import	6,830	6,950	— 120	— 1.7
Farm Eqpmt. Distrbn.	1,436	1,484	— 48	— 3.2
Total	**235,991**	**230,739**	**+ 5,252**	**+ 2.3**

350 Business Papers' Ad Volume Levels at 2.3% Gain in 1st Half Following June Loss

CHICAGO, July 12—Ad volume in the 350 business papers reporting to *Industrial Marketing* showed a loss in monthly page volume for the first time in 1960 in June. Totals were off 3.3% as compared to June, 1959, figures. Year to date volume leveled to 2.3% over 1959 totals as a result.

Leading all industry divisions for June were the 24 publications in the institutional field, which showed a 5.3% gain for the month.

Ranking second in gains for June were the 41 services and distribution books with a volume 4.5% over this month last year.

Thirty-three transportation publications reported the highest gain for the first six months of the year, or 6.3% over 1959.

Institutional publications ranked second with a 5.9% increase.

The 126 manufacturing publications were in third place at the half-year mark with a 5.6% increase over last year, even though the industry group showed a 4.8% loss for the month of June as compared with June, 1959.

■ Among individual industry subdivisions, 10 automotive and equipment and services books hold first place for year-to-date gains, with an 11.5% increase over 1959.

Manufacturing industry publications ranked second among the industry groups with 18 publications collectively reporting a volume 9.2% over the six-month figure for 1959.

Third place honors went to eight medical books, whose year to date volume was up 7.7% compared with the same period last year.

The accompanying table shows the relative standings of all industry groupings for the month of June and for the year to date. #

Five Join N. W. Ayer

N. W. Ayer & Son, Philadelphia, has appointed Gene E. Hollen a representative in its New York office; Thomas D. Jones Jr., Richard B. Warren, and Grayson L. Trapnell to its plans and marketing department in Philadelphia, and Howard R. Batton to the media department. Mr. Hollen was with Pharma Craft Co. as a product manager; Mr. Jones was with Du Pont in market research; Mr. Warren is a former assistant account executive of Foote, Cone & Belding; Mr. Trapnell did sales, marketing and advertising work at Colgate-Palmolive International Co., and Mr. Batton was a space buyer of Van Sant, Dugdale & Co.

Ludgin Adds Three

Albert C. Mullen and Howard L. Ballard have joined Earl Ludgin & Co., Chicago, as account executives, and Marge Flotron has joined the agency as print and time buyer. Mr. Mullen formerly was an account executive with Holtzman-Kain Advertising, Chicago; Mr. Ballard previously was a marketing executive of McCann-Erickson, Chicago. Miss Flotron formerly was a print and time buyer with Leo Burnett Co., Chicago.

Knomark Names Lionel Braun A. M. Succeeding Leifer

Lionel H. Braun, formerly ad and marketing director of Pathecolor, division of Chesapeake Industries, New York, has been named ad manager of Knomark Inc., Brooklyn, maker of Esquire shoe polishes. Knomark is a wholly owned subsidiary of Revlon Inc.

Lionel Braun

Mr. Braun succeeds Stanley J. Leifer, who has been named vp and general manager of Tan-O-Rama Inc., Newark, N.J. Founded in February, Tan-O-Rama is an independent maker of a lotion that "creates a natural-looking tan without sunlight." Alan Cohen is ad manager, and Dunnan & Jeffrey, New York, has the account.

Dailies' Circulation Hits High

Daily newspaper circulation in the U.S. and Canada rose to a record 63,534,551 copies per average issue during the six-month period ending March 31, according to Audit Bureau of Circulations. Sunday newspaper circulation also set a new record during this period, rising to a total of 50,427,164 copies per average issue.

. . . a mighty new medium

. . . mighty mediums don't just happen . . . they're PLANNED to do a job. The Memphis Commercial Appeal's new supplement "The MID-SOUTH FARMER" is slanted at, will influence . . . and sell prosperous farm owners in 93 rich Mid-South counties in Tennessee, Mississippi, Arkansas, Missouri and Kentucky. Over 800,000 families live in this area, own 266,000 farms and plantations, and the gross farm income annually is over ONE BILLION DOLLARS!

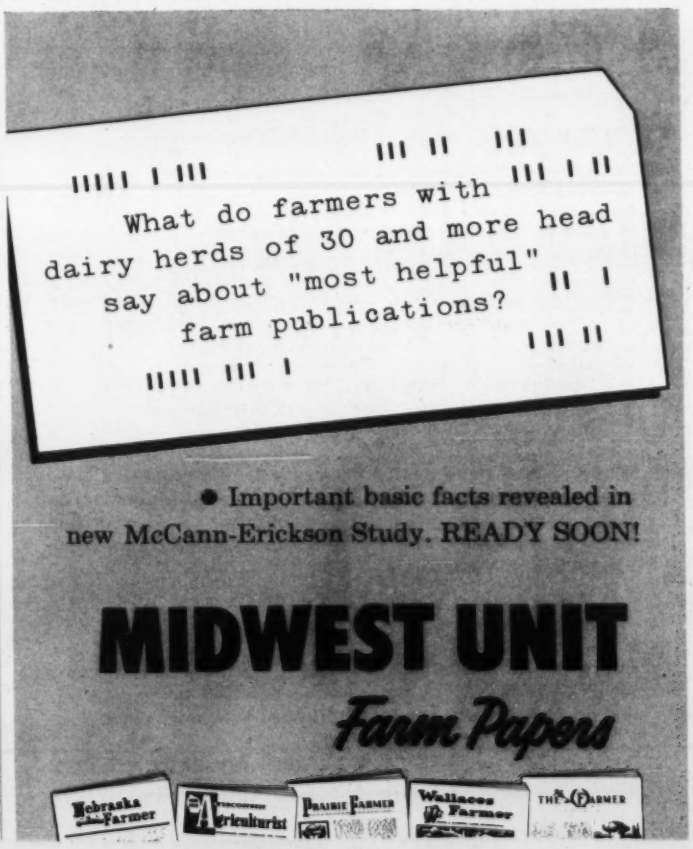
The Commercial Appeal's regular SUNDAY FARM PAGE is packed with motivating acceptance, editorially and advertising-wise. Progressive advertisers use this page because it works! It influences and sells a selective market consistently.

For continuity and greater results, combine THE COMMERCIAL APPEAL'S mighty new medium . . . The MID-SOUTH FARMER . . . (first publication Sept. 18) and THE COMMERCIAL APPEAL'S regular SUNDAY FARM PAGE . . . It has been planned to do a job for you.

You'll want to make reservations now and for pertinent details (early deadline) . . . write:

W. O. STURDIVANT,
Manager, General Advertising

The Commercial Appeal
Memphis, Tennessee


What do farmers with dairy herds of 30 and more head say about "most helpful" farm publications?
● Important basic facts revealed in new McCann-Erickson Study. READY SOON!
MIDWEST UNIT
Farm Papers
Nebraska Farmer
Wisconsin Agriculturist
Prairie Farmer
Wallaces Farmer
The Farmer

Chirurg, Anderson & Cairns Achieved Broader Base Quickly via Merger

NEW YORK, July 12—According to James Thomas Chirurg, whose agency merged July 1 with Anderson & Cairns (AA, April 11) there are three types of mergers to be avoided in the advertising business.

These Mr. Chirurg recently cataloged under the whimsical headings of (1) "The Two Corpses in One Coffin," (2) "The Multiple Knives in One Room" and (3) "The Rash on the Whale's Belly."

In an "informal memo" distributed during the merger negotiations earlier this year, Mr. Chirurg elaborated on the pitfalls of mergers:

• The first type of merger, he wrote, involves the theory that if two agencies are sliding down hill, a merger will result in certain cost reductions which will help

J. A. Cairns

J. T. Chirurg

reverse the direction. "The only thing saved here is the price of a coffin, but the coffin is still needed," Mr. Chirurg observed.

• "The one about multiple knives is only too apparent—particularly among some of the latest mergers. This is where you put people together in order to add up numbers so you get dollar volume. But each controls his own accounts, each is suspicious of the other, and each runs things his own way—and you know what happens if you have multiple knives in one room with the lights out."

• Finally, there is the merger "which would really be called an acquisition in any other field but advertising.

"In other words, if U. S. Steel Co. acquires a warehousing operation on the Pacific Coast, you do not see it break in the papers as a merger. It may be a sensible, worth while business venture, but it certainly wipes out the interests of the people on the West Coast insofar as they contribute to the organization. I have often termed this the Rash on the Whale's Belly because the whale hardly knows that he has the rash."

■ In view of Mr. Chirurg's skeptical opinion of agency mergers, how was it that after some 25 years of successful operation in the industrial field he sought a merger for James Thomas Chirurg Co.—a Boston agency billing about $6,000,000, and with a 1959 cash position of $320,000 in marketable securities?

What about the coffin, the knife, the whale's belly?

The story of the Chirurg-Anderson & Cairns merger begins in the fall of 1959. Through an intermediary connected with the American Assn. of Advertising Agencies, the Chirurg shop obtained the names of several prospective agencies which might be amenable to merger. One of the recommended agencies was Anderson & Cairns, a New York agency with similar billings—about $6,000,000—and also with some 25 years of operation, mainly in the consumer field.

■ On Oct. 15, Wallace Shepardson, president of Chirurg, opened negotiations with a telephone call to John A. Cairns.

Would Anderson & Cairns be willing to talk merger?

It would, said Mr. Cairns. A luncheon date was set and talks got under way.

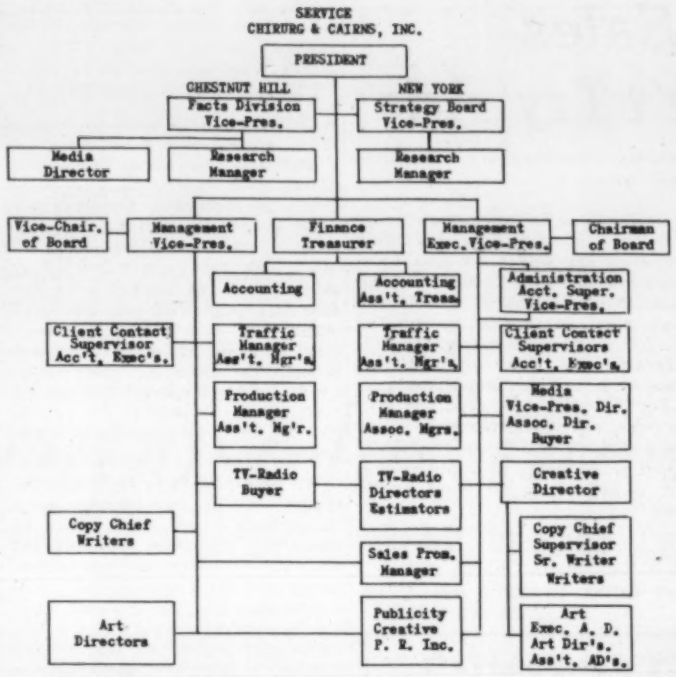
After several days of cautious discussion, the directors of both agencies decided to name an "impartial analyst" to investigate the proposed merger. Their choice was Willard (Bill) Wheeler, of Anderson & Cairns, a longtime adman with extensive background as a management consultant and economist.

■ "Mentally," Mr. Wheeler told ADVERTISING AGE, "I became the first employe of Chirurg & Cairns. And since we had no target date for the merger, we could take time to answer questions like how do we operate together, what are the problems, advantages and opportunities in merging the two agencies?

The advantages of the merger, Mr. Wheeler found, were spelled out nicely by Jim Chirurg in his "coffin, knives and belly" memo.

"Mergers, as we all know, are not sure roads to success," Mr. Chirurg wrote. "A true merger, in my opinion (and I'm sure in Jack Cairns' opinion) is one in which strength is gained from the molding of compatible talents. Because the advertising business consists of people, and talent is the sole reason for being, the word compatible is extremely important.

■ "The Chirurg company for over 25 years has maintained that people buy ideas—not products. It had hammered home the fact that while its people have a more thorough knowledge of industrial distribution channels than people in the consumer field, the real reason for the existence of the agency is its creative people—who develop ideas that make a client's product or service appear different and more desirable than his competitors".



PECKING ORDER—*Table shows executive lineup in the new agency.*

Similarly, Mr. Chirurg wrote, "Anderson & Cairns has created an outstanding reputation in the consumer field and this reputation has been based on two similar factors: (1) a definite knowledge of the distribution of goods in these particular fields and (2), most important, the creative ability to develop ideas that make the client's product or service appear different or more desirable than his competitor's.

■ "It was on this basis that there was a common meeting ground for the Chirurg agency, strong in industrial with some consumer accounts, to merge compatibly with an agency like Anderson & Cairns, strong in class consumer with a few hard good accounts."

In short, both agencies were looking for a broader base and merger seemed to be the quickest and best way of accomplishing their mutual objectives.

Although the ad philosophy of the agencies seemed compatible, the purpose of the Wheeler investigation was to provide the nuts and bolts of the merger, the kind of information that could fasten the two agencies solidly together.

■ "Since the first objective of any merger is to hold on to all the business you've got, we investigated whether there were conflicting accounts. There were none.

"Then we got to the really bothersome question that usually pops up after a merger—namely, who does what?

To determine precisely who would do what, Mr. Wheeler spent several months talking to executives of both agencies. The result of his efforts were detailed organizational charts of the proposed merged agency, together with job specifications for everybody from heads of departments to board chairman in the respective shops.

Mr. Chirurg was picked as vice-chairman of Chirurg & Cairns, for he would be responsible for all financial operations of the agency. He would also, according to specifications, "consult, upon request, with the chairman of the board (Cairns) on other policies and with the president (Shepardson) on administrative matters."

■ Specifications for other executives in the merged agency were equally specific. In listing various post-merger responsibilities of Mr. Shepardson, the specifications noted, "his duties are essentially those which he now performs as president of James Thomas Chirurg. However, it is recognized that the post of exec vp, as filled by Mr. Vohs (Thomas R. Vohs, then exec vp of A&C) expresses the understanding that the chief stockholder, and others, are placing their reliance for a successful future upon these two officers and expect them to work in double harness." #

Shepardson Vohs

CONFERENCE—*Wallace Shepardson, president of the merged agency, and Thomas R. Vohs, exec vp, work out administrative problems.*

TESTING one-six-two

Pepperidge Farm selected the testingest market in the country to get the answers . . . . Portland, Maine! First in U. S. cities of 150,000 pop. Sixth in U. S. cities regardless of population and second in New England regardless of size* Pepperidge Farm is just one of many who found Portland, Maine the best test city. Marketing and distribution facilities are ideal . . . testing is accurate.

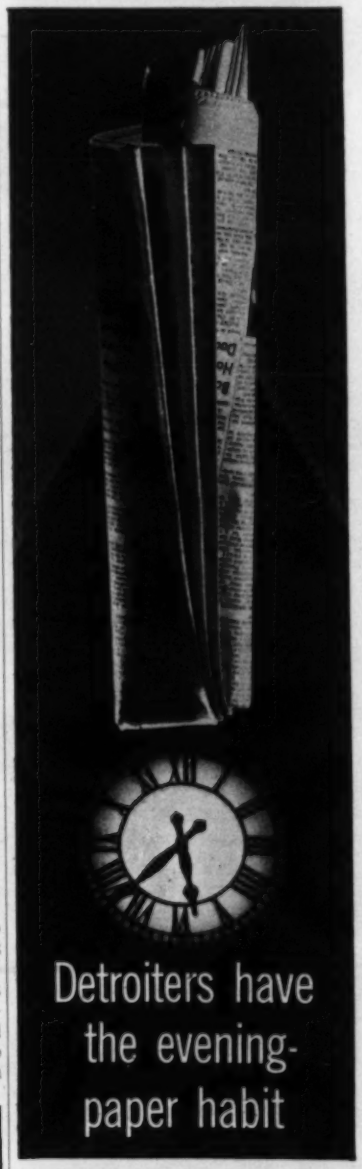
*Source Sales Management

100% coverage of city zone
94% coverage ABC retail trade zone

represented by the Julius Mathews Special Agency, Inc.

PORTLAND, MAINE

PORTLAND PRESS HERALD • EVENING EXPRESS • SUNDAY TELEGRAM



Total metropolitan household coverage of both evening papers: 70.5%

Any other combination comes to no more than 58.1%

Only with both Detroit evening papers do you get 70.5% of the metropolitan-area families—and at the lowest combination rate! Even more impressive: 234,333 families in the metropolitan area read the TIMES exclusively (130,889 more than Detroit's morning paper*). And 83% of the metropolitan-area families who read the TIMES get home delivery! Clearly enough, selling potential customers through the TIMES is a habit worth cultivating.

*Detroit News 5th Quinquennial Survey

KEEP YOUR EYE ON THE TIMES

Detroit Times

Represented nationally by
HEARST ADVERTISING SERVICE INC.

Retailers, in Sales Slump, Won't Try Ads

(Continued from Page 1)

of 15 selected appliance items from January through June of this year dropped 8.6% below sales during the first half of '59. Here are some representative reports:

Appliance	% change (est.)
Refrigerators	— 7
Freezers	—14
Washers	—16
Clothes dryers	—11
Ranges, electric (free)	—11
Ranges, electric (built-in)	+ 3
Ranges, gas (free)	— 5
Ranges, gas (built-in)	+ 4
Heating stoves	—22
Dishwashers	+21

At the retail level, ranges, refrigerators and room air conditioners were most often mentioned as poorest sellers in the AA survey. Home laundry equipment was frequently named as the best selling appliance.

■ Why did sales fail to materialize this year? Most dealers could only comment on why their own sales were off, and they blamed the discount houses. Lack of a prolonged heat wave, market saturation and the funneling of discretionary dollars into the new compact cars were other reasons mentioned.

For those few who reported sales up over last year, two reasons for their success stood out—more and better advertising and promotion, and a stress on servicing appliances.

AA reporters also asked what retailers thought the factory could do to help them. Overwhelmingly, they called for some sort of industry policing to prevent ruinous price discounting. Several also rapped indiscriminate sales to builders, who sometimes sell to others besides new home buyers.

■ Here are highlights of reports from around the country:

Buffalo—Sales are generally down, with losses ranging from sharp to moderate. Dealers seem most disappointed in lagging sales of refrigerators and ranges. While most look for improvement, one said he feels the market was oversold last year, and consumer demand will not pick up heavily until 1961. Several dealers here expressed the need for more co-op funds; "going it alone" in local advertising is becoming too expensive for the average retailer, they say.

Washington—Most appliance retailers expect an upturn soon. "Everybody's got money in the bank, but nobody's spending it," one man said. On national advertising, a dealer commented: "Advertising is keeping the name before the public, but it's not selling the product anymore." Most of the dealers questioned expected to maintain their present advertising volume; one planned to increase his budget by $25,000 a month.

Cleveland—Sales are mixed, but dealers generally feel better times are coming—especially if a hot spell sets in. Most appliance men are satisfied with factory help, including advertising. One commented: "The factories can't send me customers." Several dealers listed refrigerators among their best sellers; laundry equipment led the list of slowest moving items.

Detroit—Several dealers here were critical of national appliance advertising. "I don't like the sort of copy going into ads now," a suburban dealer told AA. "There are very few good appliance men left in the national field." This man said he planned to double his local advertising for the rest of the year. All dealers contacted planned aggressive local promotion, with many increasing their ad budgets. Detroit dealers appear hard hit by discount houses, and blame them for much of the slump.

Chicago—Dealers here are split about what action to take in a slump. Half of them planned increased promotion; the other half are cutting back to wait for a general sales upswing. One retailer claimed the compact cars were taking the consumer dollars away from big ticket appliance items. "The appliance industry should take a clue from the auto field and offer a really new product at a reasonable price, and then promote it creatively," he advised. "There's a decided lack of talent in appliance promotion—just the same old stuff year after year."

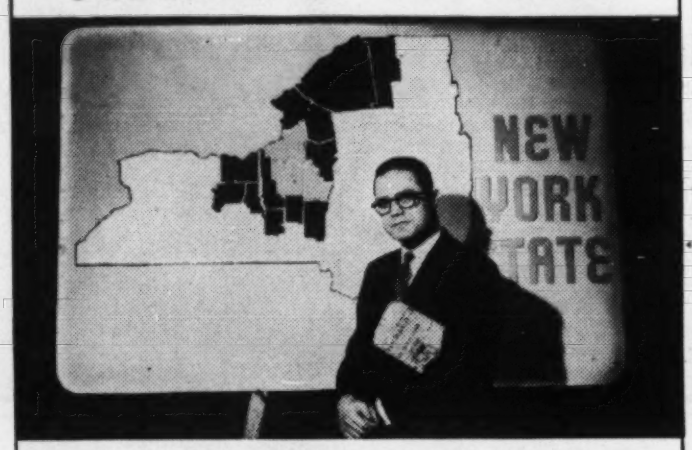
Minneapolis—The majority of dealers are doing as well or better than last year, although, as one put it: "This year doesn't look like the soaring '60's the forecasters predicted." Several had comments on factory advertising. "I'm for national advertising," said one. "But I don't like the manufacturer attitude which assumes that because money is being spent for such advertising, we dealers ought to be willing to accept smaller profit margins." Another expressed irritation with manufacturers who advertise an appliance heavily on a national scale, then stop "just when it is beginning to pull."

DISCOUNT—*Many appliance retailers blame their woes on discount operators such as Polk Bros., Chicago, here advertising Frigidaire refrigerators.*

Seattle—The feeling among Seattle appliance dealers seems to be that the sales slump is due to a temporarily saturated market. They are also critical of discount houses and builder sales. "Anybody who can carry a hammer is a builder," said one dealer. He said the builder's price is lower than the price he pays. Strike threats at the Boeing aircraft plant have hurt sales in the south end of the city. Hot weather was holding well as the AA survey was conducted, and dealers expected this to pump some life into sales.

Los Angeles—National advertising drew little applause from dealers here. Comments were: "Probably familiarizes people with an item." "No help." "Doesn't seem to have much effect." There was also a lack of enthusiasm for local advertising, except among those who reported higher sales. One dealer, apparently caught in the atmosphere of the Democratic convention here, had only one suggestion for improving business: "A new administration." #

SELLING or TESTING?



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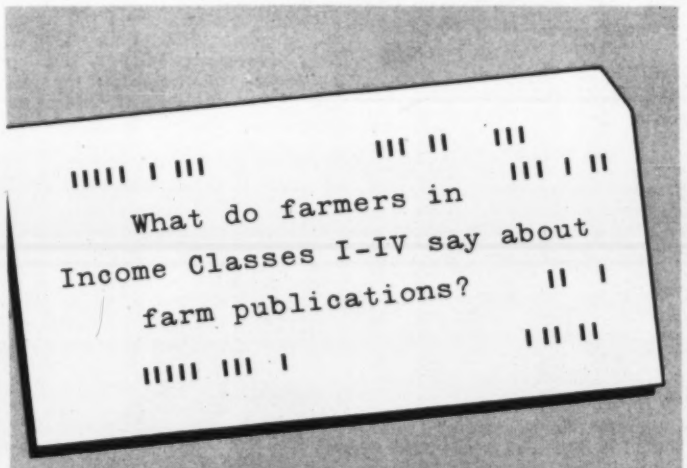

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